



«АККРЕДИТЕУ ЖӘНЕ РЕЙТИНГТІҢ
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR
ACCREDITATION AND RATING

REPORT

on the results of the work of the external expert commission
for assessment of compliance with the requirements of the standards of
primary specialized accreditation (EX-ANTE) of higher and (or)
postgraduate education educational programs

7M04154 "Marketing", 8D02301 "Philology"

NJSC "Toraigyrov University"

in the period from March 12 to March 14, 2025.

INDEPENDENT ACCREDITATION AND RATING AGENCY
External Expert Commission

***Addressed to
Accreditation
IAAR Council***



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(I) LIST OF SYMBOLS AND ABBREVIATIONS

AIS	-	Automatic information system
AUP	-	Administrative and managerial staff
ARM	-	Automated workplace
BD	-	Basic disciplines
University	-	Higher education institution
VOLS		Fiber optic communication lines
State	-	State general educational standard of education
Educational Standard		
GAK		State Certification Commission
DBP	-	Department of Academic Activities
IGA	-	Final state certification
IR	-	Final control
IP		Individual plan
IUP	-	Individualized Educational Plan
ICT	-	Information and communication technologies
KPI	-	Key performance indicators
WHO	-	Credit technology of education
KED	-	Catalog of elective courses
KV	-	Component of choice
COCSVO	-	Committee for Quality Assurance in Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan
MNVO	-	Ministry of Science and Higher Education
MOP	-	Modular educational program
MIO	-	Local executive bodies
NB	-	Scientific library
R&D	-	Research work
NRC	-	national framequalifications
NPA	-	Regulatory legal acts
NS	-	Supervisory Board
NCNTI	-	National Center for Scientific and Technical Information
NAO	-	Non-profit joint-stock company
R&D	-	Research and development work
OO	-	Organization of education
OR	-	Office Registrar
ORC	-	Sectoral Qualifications Framework
OOD	-	General education disciplines
OP	-	Educational program
PBD	-	Full-text databases
FDI	-	Pavlodar Industrial Institute
PD	-	Profile disciplines
PPS	-	Teaching staff
RNTB	-	Republican Scientific and Technical Library
RK	-	Border control
RMEB	-	Republican Interuniversity Library
QMS	-	Quality Management System
SRO	-	Independent work of students
SRMP	-	Independent work of a master's student under the guidance of a teacher
CO	-	Organization standard
ToU	-	Toraigyrov University

TUPI	-	Standard curriculum
TUPr	-	Standard curriculum
TMC	-	Commodity and material assets
UMK	-	Educational and methodological complex
UMKD	-	Educational and methodological complex of the discipline
UMKS	-	Educational and methodological complex of the specialty
UMS	-	Educational and Methodological Council
ECTS	-	European Credit Transfer System
IT HUB	-	information center
GPA	-	Average grade for all subjects for a given period of study



(II) INTRODUCTION

In accordance with order No.29-25-OD from 06.03.2025 From March 12 to March 14, 2025, the Independent Agency for Accreditation and Rating conducted an external expert commission to assess the compliance of educational programs 7M04154 "Marketing", 8D02301 "Philology" of the Toraigyrov University NAO with the IAAR specialized accreditation standards (dated June 16, 2020 No. 57-20-OD, sixth edition) in a hybrid format.

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

Composition of the VEC:

Chairman of the VEC –Kosov Vladimir Nikolaevich, Doctor of Physical and Mathematical Sciences, Professor, NJSC “Kazakh National Pedagogical University named after Abay” (Almaty); *Off-line participation*

IAAR Foreign Expert– Kulagina Natalia Aleksandrovna, Doctor of Economics, Professor, MIREA – Russian Technological University (Moscow, RF); *On-line participation*

IAAR Expert –Khankishiyeva Eleonora Mirzagayevna, Candidate of Philological Sciences, Kazakh National Women's Pedagogical University (Almaty); *Off-line participation*

IAAR Expert –Zakirova Dilnara Ikramkhanova, PhD, research professor, Turan University (Almaty); *Off-line participation*

IAAR Expert, Employer –Abdikadirova Akniet Maratovna, Head of the Department of Human Capital Development of the Chamber of Entrepreneurs "Atameken" of Shymkent (Shymkent); *On-line participation*

IAAR Expert, Student –Nurpeisov Bekzat Dulatovich, 1st year master NAO "Kostanay Regional University named after Akhmet Baitursynuly" (Kostanay); *On-line participation*

IAAR Expert, Student –Nuraldinova Marzhan Arkhatkyzy, 1st year student of the OP 7M04115 "Economics and Management", NAO "Semey University named after Shakarim" (Semey); *On-line participation*

IAAR EEC Coordinator- Bekenova Dinara Kairbekovna, project manager IAAR (Astana). *Off-line participation*

(III) PRESENTATION OF THE EDUCATIONAL ORGANIZATION

Non-profit joint-stock company "Toraighyrov University" (hereinafter referred to as the University) was founded in May 1960 by the Resolution of the Council of Ministers of the USSR dated September 20, 1960 as the Pavlodar Industrial Institute. The Institute had 400 students in three faculties - mechanical engineering, civil engineering and energy.

Currently, the University is a higher education institution that trains highly qualified personnel for the entire country; a multifunctional university of an innovative type, a leading university in the region and a scientific center known for its achievements and innovations.

With the transition to a non-profit joint-stock company in 2020, the university gained academic and managerial independence, which allows it to independently determine the directions of its development and develop its own educational programs. An entrepreneurial approach to organizing the educational process was chosen.

The university cooperates with local executive bodies within the framework of the program "Strong University - Strong Region". The university scientists take part in the work of project offices of the regional, city and district akimats, which allows using the scientific and technical potential of the university to solve regional problems. Tripartite interaction of the government, science and business contributes to the successful employment of graduates.

As stated on the university website, the University trains specialists in higher professional education in 150 specialties of bachelor's, master's and doctoral PhD programs in the state and Russian languages. Research activities are carried out on the basis of 9 faculties, including 28 departments, and 5 scientific and practical centers, the Ertis Scientific and Technological Park, the regional center for innovation and technology transfer, as well as a student research center. The university is actively introducing dual training, which allows for practical and laboratory classes in production with the participation of employees of enterprises. Among the university's partners are such companies as KazMunayGas, the ERG group, petrochemical and ferroalloy plants, an electrolysis and aluminum plant, as well as large agricultural enterprises Pobeda and Pakhar.

Toraighyrov University is a full member of the Bologna Charter of Classical Universities of the World, a member of the international association for the exchange of student internships LAESTE, the Siberian Open University Association, the Association of Universities of Kazakhstan and the Shanghai Cooperation Organization.

The main areas of scientific research at Toraighyrov University include: energy and energy-saving technologies, metallurgy and mechanical engineering, construction, environmental monitoring, environmental protection, rational use of natural resources, computer technology, economic problems of the region, research in the field of pedagogy and psychology, sociolinguistic and linguacultural research, as well as issues of higher education and personnel training.

Contingent of students The number of students at the University is 9257. Admission to the University is based on state educational grants and on a contractual basis.

The University's mission: development of human capital and promotion of the formation of outstanding, socially responsible professionals of the digital age, harmonious and versatile individuals.

Vision: an innovative digital university, a leading academic and research center in the country.

The University carries out its activities on the basis of:

- Updated University development strategies for 2020-2024;
- Charter of the Non-Commercial Joint Stock Company "Toraighyrov University";
- Quality Policies and others.

The University takes an active part in international and national educational rankings. In 2024, Toraighyrov University took 1200th place in the QS World University Rankings, in QS ASIAN – 450th place. In national ranking of the NCE "Atameken" for OP The university was ranked 2nd in 2021.

Toraigyrov University has: 6 academic buildings, 2 dormitories, the Bayantau recreation center, an agrobiological station, auxiliary and utility rooms, catering facilities, sports facilities, etc.

Official website of the university – www.tou.edu.kz

(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION PROCEDURE

Educational programs 7M04154 “Marketing”, 8D02301 “Philology” are being accredited by NAAR for the first time.

(V) DESCRIPTION OF THE VEC VISIT

The work of the VEC was carried out on the basis of the approved Program of the visit of the expert commission for specialized accreditation of educational programs Toraigyrov University in the period from March 12 to March 14, 2025.

In order to obtain objective information on the quality of educational programs and the entire infrastructure of the university, to clarify the content of self-assessment reports, meetings were held with the acting rector, vice-rectors of the university for areas of activity, heads of structural divisions, heads of departments, teachers, students, graduates, and employers. A total of 66 representatives took part in the meetings (Table 1).

Table 1 – Information about the staff and students who took part in the meetings with the NAAR EEC:

Category of participants	Quantity
Acting Chairman of the Board – Rector	1
Vice-rectors	2
Heads of structural divisions	18
Deans	2
Heads of Departments/Heads of OPs	2
Teachers	20
Students	6
Graduates of the OP	7
Representatives of practice bases	2
Employers of the OP	6
Total	66

During the visual inspection, the offline members of the VEC got acquainted with the state of the material and technical base, and also visited the departments implementing the accredited educational programs, the online members watched the videos.

In accordance with the accreditation procedure, a survey was conducted among 18 teachers and 6 students.

As part of the planned program, recommendations for improving the university's activities, developed by the EEC based on the results of the examination, were presented at a meeting with the management on March 14, 2025.

(VI) COMPLIANCE WITH SPECIALISED ACCREDITATION STANDARDS

6.1. Standard "Management of the educational program"

- ✓ The university must demonstrate the development of the goal and strategy for the development of the educational program based on the analysis of external and internal factors with the broad involvement of various stakeholders.
- ✓ Quality assurance policies should reflect the relationship between research, teaching and learning.
- ✓ The university demonstrates the development of a quality assurance culture.
- ✓ Commitment to quality assurance must apply to all activities carried out by contractors and partners (outsourcing), including in the implementation of joint/dual degree education and academic mobility.
- ✓ The management of the educational institution ensures transparency in the development of the educational institution's development plan based on an analysis of its functioning, the actual positioning of the university and the focus of its activities on meeting the needs of students, the state, employers and other interested parties.
- ✓ The management of the educational institution demonstrates the functioning of mechanisms for the formation and regular revision of the educational institution development plan and monitoring of its implementation, assessment of the achievement of educational goals, compliance with the needs of students, employers and society, and decision-making aimed at the continuous improvement of the educational institution.
- ✓ The leadership of the educational institution must involve representatives of stakeholder groups, including employers, students and teaching staff, in the formation of the educational institution's development plan.
- ✓ The leadership of the educational institution must demonstrate the individuality and uniqueness of the educational institution's development plan, its consistency with national development priorities and the development strategy of the educational organization.
- ✓ The university must demonstrate a clear definition of those responsible for business processes within the EP, the distribution of job responsibilities of personnel, and the delineation of the functions of collegial bodies.
- ✓ The management of the OP ensures the coordination of the activities of all persons participating in the development and management of the OP and its continuous implementation, and also involves all interested persons in this process.
- ✓ The management of the OP must ensure the transparency of the management system, the functioning of the internal quality assurance system, including its design, management and monitoring, and the adoption of appropriate decisions.
- ✓ The management of the OP must implement risk management.
- ✓ The management of the educational program must ensure the participation of representatives of interested parties (employers, teaching staff, students) in the collegial bodies managing the educational program, as well as their representativeness in decision-making on issues of managing the educational program.
- ✓ The university must demonstrate innovation management within the framework of the EP, including the analysis and implementation of innovative proposals.
- ✓ The leadership of the educational institution must demonstrate its openness and accessibility to students, teaching staff, employers and other interested parties.
- ✓ The management of the OP confirms completion of training in educational management programs.
- ✓ The management of the EP should ensure that the progress made since the last external quality assurance procedure is taken into account when preparing for the next procedure.

Evidential part

The mission, goals and objectives of the University correspond to the goals and objectives of the national education system and the development of the country and, in turn, are reflected in the goals of the accredited educational programs. Thus, the goal of the educational program 7M04154 "Marketing" - «Training of highly professional marketers focused on solving the problems of marketing development at the territorial and national levels»; OP 8D02301 "Philology" - "Training of Doctors of Philosophy (PhD) in demand on the international and national labor market, with a profile in the field of philology". The programs reflect the principles of maintaining continuity and increasing the complexity of competencies.

The implementation and development of accredited programs is determined, first of all, by the mission, vision, development strategy of the university, as well as the development plans of the educational program. The management of the educational program involves representatives of employers in determining the directions of development of educational programs and their management. The effectiveness of the educational program development plan is ensured by the responsibility of the teaching staff for the final results, delegation and delineation of powers, posting information on the website of the university, local regulatory documents governing the activities of the structural divisions of the university and job descriptions of employees and teachers.

The main principle of selection of participants in the discussion of development plans of OP 7M04154 "Marketing", 8D02301 "Philology" is the participation of stakeholders to achieve the provision of the level of education for the training of specialists of a new formation, corresponding to modern requirements and demands of practice, etc. Thus, the discussion of the content of OP 7M04154 "Marketing", 8D02301 "Philology" was carried out at meetings of the departments of "Economics" and "Philology and Journalism" with the participation of employers: Pavlov D.V. - Director of TOO "Service ERG", from students - master's student Lupiy N.V.; for OP 8D02301

"Philology" - Andryushchenko O., Vice-Rector for Academic Affairs of PSPU named after A. Margulan, doctoral student Nurgozhin B.V. (order No. 15-09 / 239 dated 04/18/2024)

All interested parties take an active part in the subsequent adjustment of the OP.

The departments implementing activities in the accredited educational programs have good scientific potential. The scientific projects and scientific publications of the teaching staff correspond to the field of study. Currently, 3 projects are being implemented, financed by the Ministry of Higher Education of the Republic of Kazakhstan.

The teaching staff works on the educational and methodological support of the disciplines, implement the results of their scientific and educational and methodological work in the academic process. Thus, in the OP 8D02301 "Philology" the teaching aid is used in the educational process "Russian oral mythological prose of central-northern Kazakhstan (PhD Tsvetkova A.D., 2021), electronic teaching aid "Russian oral folklore" (PhD Tsvetkova A.D., 2022); PhD, prof. Kapasova, PhD, prof. Yelikpaev S.T. - electronic teaching aids "Til Madenieti" (2020), "XIX Gasyr Adebieti" (2020), "Sheshendik Oner" (2020)

OP7M04154 "Marketing" presented electronic textbook "Methodology of Teaching Economic Disciplines" by prof. Dontsova S.S. (2023), monograph "Innovative and Technological Development of the Republic of Kazakhstan: Regional Aspect" by Kaidarova S.E., Davidenko L.M. (2023), "Development of an Entrepreneurship Program for the Shcherbakty District of Pavlodar Region" by Shelomentseva V.P., Altaibaeva Zh.K., Mashrapov N.K., Karimbergenova M.K. (2022).

The university annually monitors the implementation of the educational program. The effectiveness of the work of the accredited educational programs is demonstrated in the active involvement of foreign specialists in the relevant fields: thus, in the 2024-2025 academic year, Shamrai Inna Nikolaevna, Candidate of Economic Sciences, Siberian University of Consumer Cooperatives, was invited to give lectures, from 12.12.2022 to 30.12.2022, Professor Milika Mirkovic, a scientist from the University of Donja Gorica (Montenegro), visited Toraigyrov University; in the 2022-2023 academic year, PhD, Professor of Akteniz University Abdollah Kok (Turkey), PhD, Professor of Kobda University Zhylyaydar Kinalgan (Mongolia), PhD, Professor of Pamukkale University Nergiz Birai (Turkey) were invited for students of EP 8D02301 "Philology".

Transparency of the processes of formation and content is achieved through systematic awareness and involvement of the teaching staff, students and other interested persons in the work of extended meetings of the Academic Council, the Faculty Council, meetings of methodological commissions, scientific and methodological sections of the faculty, and department meetings.

The University traces the definition of those responsible for business processes, the distribution of job responsibilities of personnel, and the delineation of functions of collegial bodies. Management of the University's internal quality assurance system is based on a detailed distribution of functions of all officials and employees, their interaction, responsibility and authority. Coordination of the activities of all persons participating in the development and management of the EP is carried out by the heads of the graduating departments. Titkov Alexey Anatolyevich, Zhusupov Nartai Kuandykovich.

To ensure transparency of the management system, the OP management uses all communication channels: information boards, radio, the university website (www.tou.edu.kz), social networks Facebook (<https://www.facebook.com/ToraigyrovUniversity>), Instagram (<https://www.instagram.com/psukz/>) and others.

The management of the EP ensures that suggestions and complaints from students and other interested parties are considered at all levels: the TOU website has a rector's blog (<https://tou.edu.kz/ru/component/rblog>), specific hours for the management to meet are allocated, and the website contains the e-mail addresses of the dean, head, and teachers.

Analytical part

The EEC notes that the mission and vision are aimed at meeting the needs of the state,

society, sectors of the real economy, and potential stakeholders. The experts confirm that the mission, vision, and development directions of the university, as well as the quality assurance policy and standards, are posted on the university's website. The EEC notes that the mission and vision of the university are reflected in the mission and vision of the EP 7M04154 "Marketing", 8D02301 "Philology". There is continuity of goals and content of the EP.

During the visit, the EEC members were presented with the Development Plan for the Educational Programs of the Department of Economics for 2024-2029, which covers several educational programs at once, including educational program 7M04154 "Marketing". The presentation of a single plan for various educational programs, without taking into account their specifics, indicates the lack of an individual approach to developing a development strategy for each program. In particular, for the educational program "Marketing", there is no adaptation of goals, objectives and activities to its substantive focus and the needs of the labor market. Unified formulations and identical activities for different programs may not take into account the real differences in their target audience, academic focuses and professional guidelines, which reduces the effectiveness of program implementation and weakens their competitiveness.

The development plan of OP 8D02301 "Philology" is presented mainly as a list of quantitative indicators by year, which gives it the appearance of a calendar schedule of events. At the same time, there is no meaningful description of the goals, objectives, justification for the selected development directions, and implementation measures, monitoring mechanisms, risks and management logic are not presented. This format limits the analytical value of the document and does not allow for a full assessment of the strategic vision for the development of the OP.

The procedure for compliance with the quality assurance policy is being implemented: the scientific interests of the teaching staff of the departments are embodied in the content of the developed elective disciplines, the results of the scientific projects of the teaching staff are introduced into the educational process, etc.

Interviews and questionnaires of the teaching staff and students allowed the VEK experts to verify that all participants in the educational process are aware of the uniqueness of the accredited educational programs and define it by the high level of professionalism of the teaching staff and the quality of scientific products.

Work is underway on the intellectual and cultural content of the educational program, the principle of the unity of the educational and scientific process is being implemented; academic mobility of qualified teaching staff is being developed; the needs of students are taken into account by choosing disciplines taking into account the changing needs of the labor market.

Articles are published annually in peer-reviewed journals.

The KPI, which integrates indicators of scientific and educational activities, has a positive effect on the activation and personalization of the work of the teaching staff and employees of all departments and structural divisions. At the end of the calendar year, monitoring of the achievements of the teaching staff is carried out, on the basis of which differential bonuses to the salaries of employees are established by a collegial decision.

The OP management ensures transparency of the management system and uses various communication channels: the university website, radio and social networks.

The VEC confirms the timely improvement of the qualifications of the heads of the OP in the person of Titkova A.A., Zhusupova N.K. on management and leadership in education, occupational safety and health, and anti-corruption management systems (certificates were presented).

The EP management did not present new innovative teaching and assessment methods, nor did they demonstrate efforts to implement them and analyze their effectiveness. This indicates the lack of a systematic approach to updating the educational process and reduces its ability to adapt to modern requirements. In the context of the rapid development of educational technologies, the university must initiate and manage the implementation of new approaches to teaching, including the development of its own methods and receiving feedback from participants in the process. The absence of such steps complicates the formation of an environment focused on innovation and

sustainable development of the EP.

Based on the results of a survey of students during the visit of the VEC on the question of the activities of the financial and administrative services of the educational institution, level of accessibility and responsiveness of management (university, school, faculty, department) The following results were obtained: completely satisfied – 100% (6 people).

According to the results of the faculty survey, the question “Assess the involvement of the faculty in the process of making management and strategic decisions” was assessed by teachers as follows: very good – 27.8% (5 people), good – 72.2% (13 people), relatively bad – 0%, bad – 0%.

To the question “How do the university management and administration perceive criticism directed at them?” the teachers answered: very well – 5.6% (1 person), well – 88.9% (16 people), relatively poorly – 5.6% (1 person), poorly – 0%.

Strengths/Best Practices for OP7M04154 "Marketing", 8D02301 "Philology" not identified according to this standard.

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- The OP management should review the OP development plans, detail the indicators by year, revise the structure of the document taking into account the substantive goals and development directions, and also reflect the uniqueness and individual characteristics of the OP by September 1, 2025.
- To the university management in 202In the 5-2026 academic year, ensure that heads of educational institutions and other persons involved in the management of educational institutions undergo risk management training.
- The EP management must conduct a detailed risk analysis for the EP by the end of the 2024-2025 academic year, specify measures to reduce the impact of risks, indicating measurable performance indicators, those responsible, and implementation deadlines.
- In 202In the 5-2026 academic year, develop an action plan for the introduction of new innovative teaching and assessment methods into the educational process, including our own, and also provide feedback on the effectiveness of their use.

Conclusions of the VEK based on the criteria:

According to the standard “Information Management and Reporting”, OP 7M04154 “Marketing”, 8D02301 “Philology” have 9 satisfactory positions, 6 criteria require improvement.

6.2. Standard "Information Management and Reporting"

- ✓ The university must ensure the functioning of a system for collecting, analyzing and managing information based on modern information and communication technologies and software.
- ✓ The OP's management demonstrates the systematic use of processed, adequate information to improve the internal quality assurance system.
- ✓ The management of the EP demonstrates the existence of a reporting system reflecting the activities of all structural divisions and departments within the EP, including an assessment of their performance.
- ✓ The university must determine the frequency, forms and methods of assessing the management of the educational institution, the activities of collegial bodies and structural divisions, and senior management.
- ✓ The university must demonstrate a mechanism for ensuring the protection of information, including the identification of persons responsible for the accuracy and timeliness of information analysis and the provision of data.
- ✓ The university demonstrates the involvement of students, employees and faculty in the processes of collecting and analyzing information, as well as making decisions based on it.
- ✓ The management of the educational institution must demonstrate the existence of mechanisms for communication with students, employees and other stakeholders, including conflict resolution.
- ✓ The university must ensure that the degree of satisfaction of the needs of students, faculty and staff within the framework of the EP is measured and demonstrate evidence of the elimination of identified deficiencies.
- ✓ The university must evaluate the effectiveness and efficiency of activities in the context of the educational program.
- ✓ The information collected and analyzed by the university within the framework of the EP must take into account:
 - ✓ key performance indicators;
 - ✓ dynamics of the student contingent in terms of forms and types;
 - ✓ academic performance, student achievement and dropout;
 - ✓ satisfaction of students with the implementation of the educational program and the quality of education at the university;
 - ✓ availability of educational resources and support systems for learners;
 - ✓ employment and career growth of graduates.

- ✓ Students, teaching staff and personnel must provide documentary evidence of their consent to the processing of personal data.
- ✓ The management of the OP should facilitate the provision of necessary information in the relevant fields of science..

Evidential part

During the visit of the VEC, the Commission notes the University's compliance with the requirements of the standard "Information Management and Reporting". This is confirmed by the University's implementation of information management processes, including the collection and analysis of information: a special service operates that is responsible for information support for the activities of the University and its divisions; the formation of a positive public opinion about the activities of the University through the media; assistance in covering the activities of the University and its divisions.

The general information part of the site contains information about the university, its departments, and events taking place within its walls. The system of collecting, analyzing, and managing information is carried out according to regulations, based on the organizational structure of the university.

Toraigyrov University has implemented information systems, both its own development and commercial products. Official website of the university www.tou.edu.kz is intended to inform students, faculty, employees, employers, university partners, scientific and public organizations, there is information about the history of the university, its life. Announcements, organizational and legal documents, plans and reports of the university are posted here.

To manage information, the university uses automated workstations (AWS) of its own design, including a teacher's personal account, a student's personal account, and an employee's personal account.

In addition, there are information systems in operation: the university's electronic library; information systems and resources of the scientific library, etc.

In order to improve the internal quality assurance system, the university monitors educational programs with the participation of students, employers, and faculty based on the systematic collection, analysis, and management of information, which will allow educational programs to occupy a high ranking position.

Management of the main processes (educational, methodological, scientific, educational) occurs through a reporting system.

During the interview with the teaching staff and the student, the VEC received confirmation that the information is communicated to the students dean's office, heads of departments, advisors during meetings and in WhatsApp groups. There are also social networks, on the pages of which up-to-date information is reflected:

<https://www.facebook.com/ToraigyrovUniversity>

<https://www.instagram.com/psukz/>

<https://vk.com/psupsu>

<https://ok.ru/profile/564614424926>

https://t.me/tou_edu

<https://www.tiktok.com/@toukz>

https://www.youtube.com/channel/UCUQMb1766TvL_lfs_AbQ9Ag/videos

For the faculty and students, the university's information support system allows remote access to the scientific library named after Academician S. Beisembaev. Electronic access to library resources is provided through the university's website page <https://library.tou.edu.kz>.

The library collection consists of 866,992 copies of publications in the state, Russian and foreign languages: educational and methodological literature - 484,043 copies, scientific literature - 343,247 copies, fiction - 39,702 copies; on electronic media - 4,179 copies.

Analytical part

For accredited educational programs, the commission confirms that the university has a system of information management and reporting in place. The data is stored in electronic and paper formats in accordance with the nomenclature.

Students, faculty and employers are involved in the collection and analysis processes of information through questionnaires, interviews, based on the results of which discussions and decisions are made at department meetings. This process helps to eliminate shortcomings and improve the EP, but is not regular.

During the interview, students noted the opportunity to contact management regarding the solution of certain problems related to the educational process. Also, the interview with the teaching staff showed that the management responds to suggestions and recommendations from interested parties.

During the visit of the VEC, it was found out that students, employees and teaching staff confirm their consent to the processing of personal data.

The materials presented during the EEC visit do not reflect clear criteria for the effectiveness and efficiency of the EP implementation, nor do they demonstrate a mechanism for their regular assessment based on measurable indicators. This complicates monitoring the achievement of the EP goals, making informed management decisions, and adjusting the development strategy. To ensure sustainable development and improve the quality of the EP implementation, a regular assessment system is needed based on pre-defined and agreed indicators reflecting the academic, methodological, personnel, scientific, and practice-oriented aspects of the EP.

In general, the VEC notes that the university uses modern information systems, information and communication technologies and software for the purpose of adequate information management.

A survey of students showed that:

The information requirements for successfully completing this educational program were fully satisfied - 100% (6 people).

Students are fully satisfied with the provision of information about courses, educational programs and the academic degree they receive – 100% (6 people).

There are no strengths/best practices for OP 7M04154 “Marketing”, 8D02301 “Philology”.

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- In 2021-2026 academic year, determine the criteria for the effectiveness and efficiency of the educational program, and conduct an annual evaluation of the educational program based on the approved indicators.

Conclusions of the VEC based on the criteria:

According to the standard “Information Management and Reporting”, OP 7M04154 “Marketing”, 8D02301 “Philology” have 15 satisfactory positions, 1 criterion requires improvement.

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

- ✓ The university must demonstrate the existence of a documented procedure for developing the EP and its approval at the institutional level.
- ✓ The university must demonstrate the compliance of the developed educational program with the established goals and planned learning outcomes.
- ✓ The leadership of the educational institution must determine the influence of disciplines and professional practices on the formation of learning outcomes.

- ✓ The university demonstrates the presence of a model of a graduate of the educational program, describing the learning outcomes and personal qualities.
- ✓ The qualification awarded upon completion of the EP must be clearly defined, explained and correspond to a specific level of the NQF, QF-EHEA.
- ✓ The management of the EP must demonstrate the modular structure of the programme based on ECTS, ensure that the structure of the content of the EP corresponds to the set objectives with a focus on achieving the planned learning outcomes for each graduate.
- ✓ The management of the educational institution must ensure that the content of academic disciplines and learning outcomes correspond to each other and to the level of education (bachelor's, master's, doctoral).
- ✓ The management of the OP must demonstrate that external examinations of the OP have been carried out.
- ✓ The management of the educational program must provide evidence of the participation of students, faculty and other stakeholders in the development and quality assurance of the educational program.
- ✓ The management of the educational program must demonstrate the uniqueness of the educational program and its positioning in the educational market (regional/national/international).
- ✓ An important factor is the ability to prepare students for professional certification.
- ✓ An important factor is the presence of joint and/or double degree programs with foreign universities.

Evidential part

Educational programs OP 7M04154 "Marketing", 8D02301 "Philology" are developed in accordance with requirements of regulatory documents, the National and Sectoral Qualifications Framework, based on the analysis of the labor market and recommendations of employers. Educational programs are aimed at learning outcomes and are built on a modular principle.

The procedure for developing educational programs in the areas of training implemented at Toraigyrov University is regulated by the quality management system standard SO QMS 8.07.3-2021 "Design and development of educational services".

The EP includes: the code and name of the EP, the code and classification of the field of education, the code and classification of the area of training, the level of qualification, the degree awarded, the general characteristics of the modular educational program; a catalog of elective disciplines; teaching and methodological complex, syllabuses, a program of internships, a program of final certification, a program of development of the EP.

The EP consists of mandatory, elective, and professional practices. Elective disciplines are reflected in the KED, which are developed annually. New disciplines are introduced based on suggestions from the teaching staff, employers, and students.

The EP reflects the expected learning outcomes defined on the basis of the Dublin descriptors. The learning outcomes are presented both in the entire program as a whole and by module levels. The expected learning outcomes are also reflected in the syllabuses.

Students independently form an individual educational trajectory by registering for elective courses. In doing so, students are guided by the catalog of elective courses.

The individual educational trajectory is reflected in individual curricula, where, along with the general educational, basic disciplines of the compulsory component, there are practical and elective courses aimed at ensuring professional competencies.

During the interview, students confirmed that consultations on the selection and implementation of an individual educational trajectory, the preparation of an individual educational program, as well as other academic issues are carried out with the active assistance of advisors.

Interested persons participate in the preparation, approval, amendment and supplementation of the OP, recommending elective courses in the KED for students to choose. Signing of international agreements and academic mobility of teaching staff and students allows us to predict the potential possibility of developing double-degree programs with partner universities. Memorandums have been signed with foreign educational and scientific organizations: Akdeniz University, Antalya; Yildiz Technical University, Istanbul; Omsk State University named after F.M. Dostoevsky, Omsk; Tomsk State University, Tomsk; National Research Tomsk Polytechnic University, Tomsk, etc.

The EP is updated in accordance with the requests of employers, which is reflected in the catalog of elective disciplines for the corresponding academic year and approved by the Academic Council of the university.

Monitoring, periodic review and analysis of the educational program are carried out (internal and external audit, surveys of employers, students, graduates, fulfillment of quality goals,

educational and methodological work, research, report of the final state certification commission, analysis of graduate employment, educational work, opinions of external experts), the results of which are presented in the annual report.

Organizations whose statutory activities correspond to the profile of personnel training and the requirements of the educational program, having qualified personnel to manage professional practice and a material and technical base are determined as the basis for conducting professional practice for students: State Institution "Department of Entrepreneurship and Industrial-Innovative Development", Rubikom LLP, KSP Steel LLP; for doctoral students of OP 8D02301 "Philology" the internship is conducted at the Toraighyrov University (Scientific Center "Mashkhurovedenie").

Analytical part

During the visit, experts analyzed educational programs, educational and methodological support for their implementation. The documentation was developed in accordance with the university's internal methodological recommendations and regulatory requirements of the Republic of Kazakhstan.

Analysis of the content of 7M04154 "Marketing", 8D02301 "Philology" shows that educational programs are aimed at implementing the principle of practice orientation. The university has established a procedure for conducting external examinations of the EP. External examination of the EP is carried out heads of organizations, banks, government agencies, teachers of Russian language and literature in city schools, and university professors. Thus, the reviewer of OP 7M04154 "Marketing" is I. Bondarev, executive director of TOO "New Information technology", OP 8D02301 "Philology" - A.R. Beisembaev, Doctor of Philological Sciences, Professor of the Innovative Eurasian University, N.K. Kozlova, Doctor of Philological Sciences, Professor of the Department of Literature and Cultural Studies of the Omsk State Pedagogical University.

The analysis of the RUP, KED, UMKD OP 7M04154 "Marketing", 8D02301 "Philology" reveals compliance with the requirements for the development of the EP: the criteria for the examination of learning outcomes are presented; the formulated learning outcomes represent the entire scope of competencies of the graduate of the EP; the recommended list of literature in educational and methodological documents reflects the current areas of modern science. At the same time, experts note that the documents confirming the participation of students, stakeholders and faculty in the discussion of the goals and uniqueness of the EP are drawn up in a somewhat formalized manner, which may limit the degree of involvement of participants and reduce the real transparency of the process.

The departments cooperate with other universities, but there are no joint projects. Educational programs with foreign educational organizations, there is no trace of work on harmonizing the content of the educational programs with similar educational programs of Kazakhstani educational organizations.

The materials on EP 7M04154 "Marketing", 8D02301 "Philology" do not sufficiently demonstrate the connection between the content of educational programs and the requirements of international professional certification. Meanwhile, the integration of elements of preparation for such certifications into the educational process contributes to increasing the practical orientation of the programs, the competitiveness of graduates in the international labor market and compliance with global educational trends. Conducting an analysis of existing certification programs and identifying disciplines whose content can be adapted to their requirements will allow for the purposeful integration of preparation for certification into the structure of the EP. Making appropriate adjustments will ensure the practical focus of education and enhance the applied potential of the programs.

According to the results of the survey of students during the visit of the VEK, the answer to the question about the quality of educational programs was: completely satisfied - 100% (6 people).

According to the results of the survey of the teaching staff, the question “What attention does the educational institution's management pay to the content of the educational program?» the following responses were received: very good – 44.4% (8 people), good – 55.6% (10 people).

There are no strengths/best practices for OP 7M04154 “Marketing”, 8D02301 “Philology”.

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- by 01.09.2025, the management of the OP shall identify the uniqueness and individuality of each individual OP based on its positioning as a competitive program capable of satisfying the current and future needs of stakeholders.

- by 01.09.2025, conduct an analysis of international professional certification programs, determine the list of disciplines, the content of which is aimed at preparing students for professional certification; by the beginning of the 2025-2026 academic year to make appropriate adjustments to the content of the educational program and academic disciplines.

- by 01.09.2025, develop an action plan to harmonize the content of the educational program with similar educational programs of foreign universities with the aim of forming and implementing joint and/or double-degree educational programs by 2026.

Conclusions of the VEK based on the criteria:

According to the standard “Development and approval of the educational program”, OP 7M04154 “Marketing” has 11 satisfactory positions, 1 criterion requires improvement; OP 8D02301 “Philology” has 12 satisfactory positions, 0 – requires improvement.

6.4. Standard “Continuous monitoring and periodic evaluation of educational programs”

✓ The university must ensure a revision of the structure and content of the educational program, taking into account changes in the labor market, employer requirements and the social demands of society.

✓ The university must demonstrate the existence of a documented procedure for monitoring and periodic evaluation to achieve the objectives of the EP and continuously improve the EP.

✓ Monitoring and periodic evaluation of the OP should consider:

- ✓ the content of the program in the context of the latest achievements of science and technology in a specific discipline;
- ✓ changes in the needs of society and the professional environment;
- ✓ workload, academic performance and graduation of students;
- ✓ the effectiveness of student assessment procedures;
- ✓ needs and level of satisfaction of students;
- ✓ compliance of the educational environment and the activities of support services with the objectives of the educational program.

✓ The management of the OP must publish information about changes to the OP, inform interested parties about any planned or undertaken actions within the OP.

✓ Support services should identify the needs of different groups of students and their level of satisfaction with the organization of learning, teaching, assessment, and mastery of the educational program as a whole.

Evidential part

The University has defined a procedure for monitoring, analyzing and revising the EP. The EP is checked in accordance with the EP monitoring methodology, which includes:

- survey of students, graduates, teachers, employers;
- student performance;
- resource and information support for the OP;
- analysis of the student assessment system;
- assessment of the level of competence in continuous professional development;
- the degree of compliance of the OP with the established requirements.

Activities to control the quality of the educational process, carried out at different levels, are recorded in the form of written documents and discussed at meetings of departments and

educational and methodological commissions, at the faculty council, the educational and methodological council of the university, and the Academic Council of the university.

The university management demonstrated its openness and accessibility to students, faculty, and employers: reception hours for personal issues have been set. Traditional forms of feedback are used as a communication channel for suggestions: meetings with the management and the rector's blog.

According to the Standards for Internal Quality Assurance of Toraigyrov University, surveys are conducted to determine the degree of satisfaction of 5 categories of respondents: students, faculty, employees, graduates, employers.

Transparency, dynamism of the EP goals, compliance with the needs of the labor market is manifested in the fact that the elective component disciplines are agreed upon with the heads of educational organizations who participate in determining the list of elective disciplines and providing practice bases. Unfortunately, the accredited EPs do not have a documented practice of developing new courses at the request of employers; EP updates are carried out mainly in the interests of the scientific school.

Analytical part

During the analysis of the self-assessment report, website materials and online conversations with university staff, the EEC noted that the university has taken measures to regulate the process of monitoring and evaluating the EP. The monitoring mechanisms are described and implemented within the framework of current internal regulations.

The analysis of the submitted documents showed that all activities carried out based on the results of monitoring are reflected in the documentation in the form of decisions of the Academic and Expert Councils, the Academic Council, etc.; decisions taken in departments; activities based on the results of internal audits; activities based on the results of external audits; corrective measures based on the results of identified and potential inconsistencies. Monitoring and assessment of students' academic achievements is based on academic honesty and complies with the academic policy of the university.

Monitoring of OP 7M04154 "Marketing", 8D02301 "Philology" is carried out comprehensively and at various stages of the implementation of the educational process. The rating system for assessing students' knowledge, as a result of feedback, ensures the intensification of the educational process, control over the mastery of academic disciplines by students, and an increase in the academic motivation of students and teachers.

Assessment systems are a key element in ensuring the quality of education, but their effectiveness directly depends on regular analysis and feedback. The accreditation did not provide evidence that the assessment approaches used by teachers and their compliance with the stated learning outcomes are systematically monitored. The absence of such practice makes it difficult to identify possible inconsistencies, overload or a formal approach to assessment. Annual monitoring will help identify the strengths and weaknesses of the tools used, ensure transparency and validity of assessment procedures, and discussion of the results at meetings of collegial bodies will create conditions for making informed management decisions and continuously improving the educational process.

Informing about changes in the EP is carried out at all management levels, at meetings of the OEP, educational and methodological councils, the Academic Council of the university. Based on the monitoring results, decisions are made on the further development of educational programs and a single educational space. Despite the fact that informing about changes in the EP is carried out at the internal level, the results of EP monitoring, as well as adopted and planned decisions on their development, are not published in the public domain on the university website. The lack of such information limits the access of stakeholders (students, graduates, employers, etc.) to the current state of the EP and reduces the transparency of management processes. Publication of monitoring results on an ongoing basis will promote openness, increase trust from the external audience and strengthen the feedback necessary for the sustainable development of the EP.

A survey of students conducted during the visit of the NAAR VEC showed satisfaction with the quality of examination materials (tests and examination questions, etc.): completely satisfied – 100% (6 people).

Satisfaction with the objectivity of the assessment of knowledge, skills and other academic achievements of the student: completely satisfied – 100% (6 people).

Satisfaction with academic workload/requirements for students - fully satisfied – 100% (6 people).

In the survey, the teaching staff gave their own assessment of the level of teachers' ability to combine teaching with scientific research: very good – 16.7% (3 people), good – 72.2% (13 people), relatively bad – 11.1% (2 people).

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- The leadership of the educational institution shall annually monitor the effectiveness of the assessment systems used by teachers within the framework of academic disciplines; the results of the monitoring shall be discussed at meetings of the collegial governing bodies.
- Publish the results of the EP monitoring on a regular basis on the university website in order to promptly inform stakeholders about the organizational decisions taken and planned actions in relation to the EP.

Conclusions of the VEK based on the criteria:

According to the standard "Continuous monitoring and periodic evaluation of educational programs", OP 7M04154 "Marketing", 8D02301 "Philology" have 10 satisfactory positions, 0 criteria require improvement.

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

- ✓ The leadership of the educational institution must ensure respect and attention to different groups of students and their needs, providing them with flexible learning paths.
- ✓ The management of the educational program must ensure that teaching is based on modern achievements of world science and practice in the field of study, the use of various modern teaching methods and assessment of learning outcomes that ensure the achievement of the educational program's goals, including competencies and skills for performing scientific work at the required level.
- ✓ The management of the educational program must determine the mechanisms for distributing the students' academic workload between theory and practice within the educational program, ensuring that each graduate masters the content and achieves the educational program's goals.
- ✓ An important factor is the availability of our own research in the field of teaching methods for the educational program.
- ✓ The university must ensure that the procedures for assessing learning outcomes correspond to the planned results and objectives of the educational program.
- ✓ The university must ensure consistency, transparency and objectivity of the mechanism for assessing the learning outcomes of the educational program, and publication of criteria and assessment methods in advance.
- ✓ Assessors must be proficient in modern methods of assessing learning outcomes and regularly improve their skills in this area.
- ✓ The leadership of the educational institution must demonstrate the existence of a feedback system on the use of various teaching methods and assessment of learning outcomes.
- ✓ The leadership of the EP should demonstrate support for learner autonomy while providing guidance and assistance from the teacher.
- ✓ The management of the educational institution must demonstrate that there is a procedure for responding to student complaints.

Evidential part

The principle of student-centered learning in NAOToraigyrov University is based on respect and attention to the individual learners and their needs, expressed in providing flexible learning paths; using various forms of teaching and a variety of pedagogical methods and technologies; regular feedback on all issues; supporting the learner's autonomy while providing appropriate guidance and assistance from the teacher; strengthening mutual respect between the teacher and the student; having the necessary procedures for responding to student complaints.

Respect and attention to different groups of students and their needs is demonstrated in the

form of providing information on the official website of the educational organization in three languages: Kazakh, English and Russian, which allows for equal conditions for learning and other activities.

The principle of trilingualism is used in the design and implementation of the OP 7M04154 "Marketing". A number of disciplines are taught in the state and English languages. In the design and implementation of the OP 8D02301 "Philology", the principle of choosing the language of instruction by the student himself (Russian or Kazakh) is taken into account, which is fundamental in the formation of the learning trajectory.

Each student is assigned a scientific supervisor in accordance with the choice of research topic. To implement the principles of student-centered learning, each student in the accredited educational programs is assigned an advisor with whom there is constant feedback.

Planning of the educational trajectory (registration for disciplines) is carried out in accordance with the academic calendar. The procedure for registration for elective disciplines is organized by the office registrar in electronic form with the methodological and advisory assistance of the department and advisers (<https://tou.edu.kz/arm/storage/files/63770266418701.10659383.pdf>). Students are given the opportunity to choose the disciplines to be studied in accordance with the current regulatory act of the university - "Rules for the registration of students for disciplines and teachers": https://drive.google.com/file/d/1RMwKdkle98xh-EREeQvBqRo203C0SfOz/view?usp=share_link.

To train new profile personnel, develop science and transfer technologies, the University is implementing the "Center for Academic Excellence" program (<https://tou.edu.kz/arm/storage/files/64e4459ac90295.05267334.pdf>).

Based on the choice of disciplines and teaching staff, individual curricula are formed, which are approved by the head of the department and the dean of the faculty and stored in electronic format in the university's LMS and serve as the basis for drawing up a class schedule, SRO schedules, SRMPS, and the teaching load of the teaching staff.

After completing the exam for each discipline, the student is given a final grade, which serves as an assessment of his/her academic achievements. If the student disagrees with the grade, the appeal procedure is regulated by the relevant Regulation (<https://tou.edu.kz/arm/storage/files/652641ccf2fb78.93888519.pdf>).

The Educational and Methodological Council operates for the purpose of improving educational and methodological activities, enhancing the quality of education, examining catalogs of elective disciplines, academic calendars, disciplines, studying best practices in teaching, etc.

Representation of students' interests before the university administration, strengthening and enhancing the university's image at the inter-university, state and international levels, organizing systematic work and holding events in the areas of public life, promoting the realization of internal potential and developing management skills in students, increasing the efficiency of the educational process at the university, forming an active life and civic position of students, promoting a healthy lifestyle, organizing systematic work to improve the mechanisms of student self-government at the faculty and university level is carried out through the Student Senators of the NAO "Toraighyrov University" (https://tou.edu.kz/ru/?option=com_content&view=article&layout=edit&id=11191).

Since 2013, the university has implemented a system of permanent student self-government and has 12 youth organizations: the Youth Affairs Committee; the ToU FM Team; the LaVie Dobro volunteer squad; the Zhastar Ruhya youth wing; the Atameken youth organization; the Zhasyly El squad; the KVN team; the President debate club; ToU Oner.

Sociological surveys of students are conducted to create a profile of a teacher through the eyes of a student.

When implementing the EP, equal opportunities for students are ensured by the availability of all educational materials for all academic disciplines on the Educational Portal (lecture texts, presentations, methodological recommendations, video materials, assignments, questions, tests,

literature, etc.). Students have access to the academic schedule, scientific library, ratings, additional educational services, orders, their academic performance, deadlines and results of midterm assessment, absences from classes, elective courses, etc. through their personal account.

In order to achieve student-centered learning, the university has implemented a project to improve teaching methodology with the involvement of expert trainers from the consulting company BTS Education.

The members of the EEC noted that the university takes into account the needs of various groups of students when forming educational programs. Participation of students in interuniversity, interfaculty, regional and international Olympiads, competitions, conferences also allows assessing the level of students' training in accredited programs. The necessary information on the results of students' participation in various Olympiads and competitions is posted on the university's website in the section - Students' R&D (https://science.tou.edu.kz/article.php?art_id=20), as well as in social networks.

The University has approved forms and requirements for filling out educational documents of its own sample (<https://tou.edu.kz/arm/storage/files/62cc208bce5e78.52517361.pdf>).

In order to develop a comprehensive, interesting and useful student life for the full realization of the individual, to organize systematic work to improve the mechanisms of student self-government at the level of a student group, course, faculty, the principles of Student Self-Government are implemented at the university (https://tou.edu.kz/ru/?option=com_content&view=article&layout=edit&id=9925).

The NAO Toraigyrov University has a functioning and documented procedure for responding to student complaints.

In order to maintain a high level of academic honesty, enhance the reputation, and identify the causes of academic dishonesty, the University has a Student Academic Integrity Committee (<https://tou.edu.kz/arm/storage/files/639ac67896f763.71465900.pdf>).

The opportunity for students to speak out, constructively criticize, and suggest is realized through the rector's blog (<https://tou.edu.kz/ru/component/rblog>).

The members of the EEC noted that the university takes into account the needs of various groups of students when forming educational programs. Participation in inter-university, inter-faculty, regional and international scientific events allows us to assess the level of training of students as satisfactory.

Analytical part

During the accreditation procedure of OP 7M04154 "Marketing", 8D02301 "Philology" of NAO "Toraigyrov University", the members of the EEC confirmed the existence of processes that ensure equal opportunities for students to form an individual educational trajectory.

The university has a developed system of advising, that is, mentoring for students with the aim of improving their individual development trajectory, and a developed procedure for supervision.

Assessment of learning outcomes is a general process of critical and systematic analysis, through which the level and quality of students' preparation in academic disciplines, as well as the skills acquired by students upon completion of their studies, are determined. A point-rating letter system of knowledge assessment is used to assess the level of academic performance of master's and doctoral students.

At the same time, the commission notes that the criteria and methods for evaluation for OP 7M04154 "Marketing", as well as the planned results and goals of the program, have not been published on the website.

The teaching staff has its own research in the field of teaching methods of the educational disciplines of the educational program (original online courses, case studies, etc.), which are actively used in the educational process.

Various forms of assessment include: assessment of knowledge, the level of understanding and processing thereof, assessment of specific skills, abilities and competencies of a student in a certain area. The university has established and described criteria for assessing the results of a student's work, but there is no transparency in the mechanism for communicating them to students. Assessment tools are determined by the goals of the EP and are aimed at determining/assessing the competencies being formed. The number of credits is established in the EP and means the complete completion of the volume of work by the student, which is an indicator of the presence of the specified competencies. However, as was revealed during the work of the VEC, the assessors do not fully improve their qualifications in terms of mastering modern methods for assessing learning outcomes, as well as improving the assessment criteria.

In order to attract qualified teachers, the University has established partnerships with enterprises and institutions, guest lectures, round tables and other events are held, information on which is presented on the official website. At the same time, the VEK experts noted the lack of information in open sources about planned scientific and methodological seminars and conferences, which would contribute to the improvement of the teaching methods of the EP academic disciplines.

The members of the EEC noted that teachers create the most comfortable conditions for students to master the EP disciplines and obtain qualifications, which confirms complete satisfaction of students with the relationship between the student and the teacher, quick response to feedback from teachers on issues of the educational process, objectivity of assessing knowledge, skills and other academic achievements. Students are also completely satisfied with the course structure, clarity of presentation of programs, timeliness of assessing students' academic achievements, presentation of material by the teacher, etc. (100% (6 people) of respondents). Also, according to students, the assessment criteria used by the teacher are clear and accessible, teachers objectively assess students' achievements, all students are provided with equal opportunities for mastering the EP and personal development.

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- In order to master modern teaching methods and improve the efficiency of the procedure for assessing the results of training for the management of the OP include in the work plans of departments for the 2025-2026 academic year the need for advanced training for teaching staff in the field of modern methods for assessing learning outcomes;

- By September 1, 2025, publish on the University's website the criteria and assessment methods for OP 7M04154 "Marketing", as well as the planned results and objectives of the program.

According to the standard "Student-centered learning, teaching and assessment of academic performance", OP 8D02301 "Philology" has 10 satisfactory positions, 0 – requires improvement.

According to the standard "Student-centered learning, teaching and assessment of academic performance", OP 7M04154 "Marketing" has 8 satisfactory positions, 2 suggest improvement.

6.6. Standard "Students"

✓ The university must demonstrate a policy for the formation of a contingent of students and ensure transparency and publication of procedures regulating the life cycle of students (from admission to completion).

- ✓ The management of the OP should provide for the implementation of special adaptation and support programs for newly admitted and foreign students.
- ✓ The university must demonstrate that its actions comply with the Lisbon Recognition Convention, including the existence and application of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal and informal education.
- ✓ The university must provide opportunities for external and internal academic mobility of students, as well as assist them in obtaining external grants for their studies.
- ✓ The university should encourage students to self-educate and develop outside the main program (extracurricular activities).
- ✓ An important factor is the presence of a mechanism to support gifted students.
- ✓ The institution must demonstrate cooperation with other educational organisations and national centres of the "European Network of National Information Centres on Academic Recognition and Mobility/National Academic Recognition Information Centres" ENIC/NARIC in order to ensure comparable recognition of qualifications.
- ✓ The university must provide students with internship places, demonstrate the procedure for facilitating the employment of graduates, and maintaining contact with them.
- ✓ The university must demonstrate the procedure for issuing graduates with documents confirming the qualifications they have received, including the learning outcomes they have achieved.
- ✓ The leadership of the OP must demonstrate that program graduates have skills that are in demand in the labor market and that these skills are truly relevant.
- ✓ The management of the educational institution must demonstrate the existence of a mechanism for monitoring the employment and professional activities of graduates.
- ✓ An important factor is the presence of an active alumni association/association.

Evidential part

In order to implement a systematic policy of forming the contingent of students, the University carries out a set of measures to ensure the image of the University in the region and the republic as a whole. Determination of professional orientation and professional qualities is a key aspect of the policy of forming the contingent of OP 7M04154 "Marketing", 8D02301 "Philology" in NAO "Toraighyrov University".

For students, separate tabs have been created on the educational organization's website, which provide detailed information.

The rules for admission to postgraduate education programs at NAO Toraighyrov University for the 2024-2025 academic year (master's degree, doctoral degree) have been approved and published on the website (<https://tou.edu.kz/arm/storage/files/66604f82611db5.77309757.pdf>)

There are opportunities to receive online consultation from the admissions committee through the official website of the organization in the section "Applicant" (<https://tou.edu.kz/ru/component/abitur>).

The site contains the necessary information on admission to the Master's program (<https://tou.edu.kz/ru/component/abitur?view=magi>) and doctoral studies (<https://tou.edu.kz/ru/component/abitur?view=doct>).

The list of groups of educational programs with an indication of specialized subjects, state orders and threshold scores are also presented in open form (<https://tou.edu.kz/ru/component/abitur?view=magi>).

The policy of forming the contingent of students in the context of the EP, which ensures the transparency and publication of its procedures, and also regulates the life cycle of students, is reflected in the regulatory and legal documents of the University. The contingent for accredited programs is formed by departments independently. For EP 8D02301 "Philology" is conducted on a fee-paying basis and on the basis of grants. For EP 7M04154 "Marketing" is conducted only on a fee-paying (contractual) basis.

Students are promptly informed about scientific and educational activities through their personal account and through a separate tab on the website "announcements" (<https://tou.edu.kz/ru/component/notifications?target=students>).

According to the educational organization, there is no contingent for 7M04154 "Marketing", and 1 person is studying for 8D02301 "Philology".

Advisors conduct educational and consultative sessions to inform about the content of the module and the competencies being developed. During the academic year, monitoring and analysis of the students' academic achievements is carried out, and also provide academic, scientific and social support.

Within two months from the moment of enrollment, a scientific supervisor is assigned, who helps to develop a learning path, an individual plan for the entire period of study, and formulate

the topic of the dissertation.

Each doctoral candidate at the beginning of the academic year draws up an individual work plan, at the beginning of the academic year approves the topic of the doctoral dissertation, which is approved at department meetings, and then at a meeting of the Academic Council of the University. Scientific supervision of doctoral students for the degree of Doctor of Philosophy (PhD) is carried out by consultants of at least two people appointed from among doctors or candidates of science or doctors of philosophy (PhD), one of whom is a scientist from a foreign university.

The IUP is compiled by the doctoral student and his/her academic advisers, agreed upon with the Registrar's Office and submitted to the dean of the faculty for approval. After approval, one copy of the IUP remains with the student, copies are given to the academic advisers. https://drive.google.com/file/d/18F9IPPe3TIQW9V7h9a_yPGZk75sNHs8F/view?usp=drive_link

The University has an International Cooperation Department, which is engaged in the development of international cooperation of the University with foreign educational organizations, research centers, and support for academic mobility of faculty and students (https://tou.edu.kz/ru/?option=com_content&view=article&id=2712). At the same time, information on external and internal academic mobility of students in accredited programs requires detailing and planning. The university has developed a mechanism for recognizing results during the academic mobility of students: <https://tou.edu.kz/arm/storage/files/62135b00ba6ba7.14654290.pdf>.

The University provides scientific internships for postgraduate students (<https://tou.edu.kz/arm/storage/files/5f71a172ef4f62.96162119.pdf>)

The organization of academic mobility of students is carried out on the basis of the current Regulation, which details the mechanism of incoming and outgoing academic mobility (<https://tou.edu.kz/arm/storage/files/62135b00ba6ba7.14654290.pdf>).

Academic mobility at the university is carried out in two main areas: training of students in Kazakhstani partner universities and training in foreign universities. Mobility programs are carried out within the framework of agreements between partner universities: Germany (Deula-Nienburg Centre, Anhalt University of Applied Sciences, Köthen; LOGO Union); Poland (Lodz University of Technology, Lodz; Upper Silesian University of Economics and Business, Katowice); France (Troyes University of Technology, Troyes; National Laboratory of Metrology and Testing LABORATOIRE NATIONAL DE METROLOGIE ET D'ESSAIS, Paris); Pakistan (Quaid-i-Azam University, Islamabad); Russian Federation (F.M. Dostoevsky Omsk State University, Omsk; Tomsk State University, Tomsk; National Research Tomsk Polytechnic University, Tomsk); Czech Republic (Palacký University, Olomouc; CZECH UNIVERSITY OF LIFE SCIENCE (Czech University of Life Sciences in Prague); Republic of Belarus (Belarusian State Technological University, Minsk; Belarusian State Agrarian Technical University, Minsk); Turkey (Akdeniz University, Antalya; Yildiz Technical University, Istanbul); Azerbaijan (Baku Slavic University, Baku); Bulgaria (Burgas Free University, Burgas).

Second-year doctoral students of the OP 8D02301 "Philology" are required to undergo a foreign scientific internship.

In October - November 2024, 5 second-year doctoral students of the specialty 8D02302 - Kazakh Philology underwent a scientific internship at Istanbul University. The purpose of the internship is to get acquainted with modern foreign scientific schools, gain research experience, and consult with leading scientists in the field of their chosen scientific specialization.

https://drive.google.com/file/d/1xo3EOSYjYQASKojxs8VEVRED55xi-4eH/view?usp=drive_link

Under the academic exchange program, contracts have been concluded with renowned universities in Kazakhstan, including the L.N. Gumilyov Eurasian National University, the Al-Farabi Kazakh National University, the S. Seifullin Kazakh Agrotechnical University, and others. All students studying in parallel with the educational programs are given the opportunity to study alternative academic disciplines and courses on both Kazakhstani and foreign educational platforms.

The Department of Philology and Journalism also works on incoming academic mobility

of doctoral students. In September 2023, the Department hosted a doctoral student from the Department of Slavic Studies at the University of Wisconsin-Madison (USA), Isabella Palandzhi. https://drive.google.com/file/d/1R9NpVsw1jDeRLgLttGUBcXgqW4ZcXbhl/view?usp=drive_link

Students who demonstrate special achievements in academic, scientific and social activities are awarded personal scholarships and grants from the Rector of the University.

The University provides open information on the possibility of participating in grants, scientific events, etc. (<https://science.tou.edu.kz/>), as well as publication of materials in the journal "Vestnik Toraigrov University" economic version ([ToU Herald - Economic Series](#)).

Students of the Department of Economics are part of research groups within the framework of scientific projects:

1) State budget project AP19676924 "Development of technology and promotion of environmental branding of the regional industrial complex";

2) State budget project AP19676438 "Mechanism for ensuring balanced interaction between the labor market and the system". General information is available at the link: https://drive.google.com/file/d/1DW7T5LZzrCQJU4h1t42XLnp5aFE9MleO/view?usp=drive_link.

In 2024, the Department of Philology and Journalism carried out a contractual project with the American non-profit foundation Partnership for Russian, East European and Eurasian Folklore, "The Current State of Folklore in the East Kazakhstan Region". Supervised by PhD, Professor A.D.

Tsvetkova. https://drive.google.com/file/d/1AsYwfzPnLY4k8PfDULCtgmNbW7CTKVWA/view?usp=drive_link

The practice bases correspond to the profile of a particular OP, all types of practice are provided with educational and methodological materials. As a tool, the employer provides feedback, reflected in the assessment in the document "Diary - Report on professional practice" https://drive.google.com/file/d/1o4rD_YTeJwbh9ANqaFaItvW2wKk3jhDU/view?usp=sharing

Information about teaching, training, assessment procedures is provided in the "Guide" section of the personal account of a master's and doctoral student. In the personal account, master's and doctoral students have the opportunity to view their academic achievements, individual curriculum, electronic training courses, video lectures, educational and methodological complex of disciplines uploaded by teachers, class and session schedules, announcements, etc. Also in the personal account, there is the possibility of online ordering of certificates of study, formation of directions, passing questionnaires, viewing anti-plagiarism results, filling out a questionnaire of key performance indicators, etc. For OP 8D 02301, in the "Admissions Committee" section there are programs of the entrance interview (in Russian and Kazakh) and a list of topics for preparation. There is also a separate section, which displays all the information for admission, information on passing scores and educational opportunities provided to students is available at the link https://tou.edu.kz/component/departments/?department_id=189.

Taking into account the main priorities of the Bologna process, the Foundation faculty was created, which made it possible to create an educational environment of a new format that meets the challenges of the time. The Foundation faculty provides adaptation of foreign master's students, study of the Kazakh and Russian languages, preparation for entrance exams to the university <https://tou.edu.kz/ru/component/university?faculty=38>

An active and gifted student has the opportunity to become an assistant to the dean for youth policy - a student dean (https://docs.yandex.ru/docs/view?url=ya-browser%3A%2F%2F4DT1uXEPRrJRXIUfoewruGCf52vA5x7rYBuNRKOS7KrD1_9vpWw7t96q29RcuYXDhx8oIy-xOBOK-EQw6pzlHfkoSIDhtWh1v2Hjs93qobIOvPqm1gE8tLwY0ync2CIJMDeoOBRqrYpf6qiZonJORw%3D%3D%3Fsign%3DZLUgJyqlDd4rbaF02clyC6F0TFhiCCUs6oACgJo49ao%3D&name=5e5d04e035e055.36809547.doc&nosw=1).

The University operates a Career Center (https://tou.edu.kz/ru/?option=com_content&view=article&id=8768), whose responsibilities include:

- annual monitoring of graduates' employment;
- assistance in employment;
- explanation of the conditions of mandatory work.

The necessary information is also contained in social networks (<https://www.instagram.com/careercenter.tou/>).

The events held for the work of the alumni association are regulated by the Regulation on the alumni association dated 04/22/2019. <https://tou.edu.kz/arm/storage/files/609ce5d9ed8894.55495816.pdf>

The university holds regular events presented at the link: <https://graduate.tou.edu.kz>

Analytical part

In the process of analyzing the documents provided and as a result of the visit to the university, the members of the EEC came to the conclusion that the process of admission to study at the university is clearly regulated, consistent and described in detail on the university website.

In the course of the work of the VEC NAAR OP 7M04154 "Marketing", 8D02301 "Philology" in the NAO "Toraighyrov University" it was confirmed that the university has pre-defined, published and consistently applied rules governing all periods of the student "life cycle", i.e. admission, academic performance and recognition of results. This is also confirmed by the presence of a procedure for recognizing learning outcomes, which in turn follows from the existing academic freedom, which is reflected in the involvement of students in international project activities.

The policy of forming the contingent at the university is regulated and reflected in the relevant regulatory documents, as well as in the Strategy and Development Program of the University. The principles of creating an educational environment for students to achieve the required professional level, methods of feedback and informing students are presented. The University systematically evaluates interactions with employers.

The analysis of the contingent of students allowed us to identify relatively stable trends in accredited educational programs. However, it is necessary to implement closer cooperation with universities in Kazakhstan in terms of developing student mobility programs.

However, the members of the EEC note that recognition of previous learning outcomes is only possible within the framework of academic credit transfer, which excludes the possibility of recognizing the results of additional and/or informal learning received outside the university/academic education system, which reduces the students' opportunities for scientific integration and competitiveness in the labor market.

It is worth noting separately that in the process of interviewing students, the members of the EEC found confirmation of the widespread support of students, both in scientific and creative activities. Students noted that the teaching staff and the university administration can combine both the provision of some autonomy for students and the widespread support and consultation of students. This information was also reflected in the results of the survey of students, according to which 100% of the students surveyed were completely satisfied with relations with the dean's office and department, the level of accessibility and responsiveness of management, the availability of academic counseling and counseling on personal problems.

At the same time, students are completely satisfied with the information support and explanation before entering the university of the rules for admission and the strategy of the educational program (specialty), as well as information about the requirements for successfully completing this educational program - 100% of respondents (6 people).

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- Develop an action plan for the development of internal and external academic mobility of students in accredited educational programs for 2025-2026 academic year.

Conclusions of the VEK based on the criteria:

According to the standard "Students" of OP 7M04154 "Marketing", 8D02301 "Philology" have 12 satisfactory positions.

6.7. Standard "Teaching staff"

- ✓ The university must have an objective and transparent personnel policy in the context of the educational program, including hiring (including invited faculty), professional growth and development of personnel, ensuring the professional competence of the entire staff.
- ✓ The university must demonstrate that the quality of the teaching staff complies with the established qualification requirements, the university strategy, and the goals of the educational program.
- ✓ The leadership of the EP must demonstrate the changing role of the teacher in connection with the transition to student-centred learning and teaching.
- ✓ The university must provide opportunities for career growth and professional development of teaching staff, including young teachers.
- ✓ The university must involve in teaching specialists from relevant fields who possess professional competencies that meet the requirements of the educational program.
- ✓ The university must demonstrate the existence of a mechanism for motivating the professional and personal development of the teaching staff.
- ✓ The university must demonstrate the widespread use of information and communication technologies and software by the teaching staff in the educational process (for example, on-line learning, e-portfolios, MOOCs, etc.).
- ✓ The university must demonstrate its focus on developing academic mobility and attracting the best foreign and domestic teachers.
- ✓ The university must demonstrate the involvement of each teacher in promoting a culture of quality and academic integrity in the university, and determine the contribution of the teaching staff, including invited faculty, to achieving the goals of the educational program.
- ✓ An important factor is the involvement of teaching staff in the development of the economy, education, science and culture of the region and the country.

Evidential part

The university pays special attention to the issue of providing highly qualified personnel. The selection and placement of scientific and pedagogical personnel is carried out in strict accordance with the requirements of the legislation of the Republic of Kazakhstan: the Constitution of the Republic of Kazakhstan, the Labor Code of the Republic of Kazakhstan, the Civil Code of the Republic of Kazakhstan, the Laws of the Republic of Kazakhstan "On Education" and personnel policy.

Human resources planning at the university is considered as an integral part of the university's strategic development plan and is reflected in the HR strategy (<https://tou.edu.kz/arm/storage/files/6348eb4bbd09c6.79493260.pdf>).

The University has approved employment rules (<https://tou.edu.kz/arm/storage/files/654b6b55503c51.45654479.pdf>) and internal labor regulations (<https://tou.edu.kz/arm/storage/files/618a640d798ab8.17232710.pdf>), and a code of corporate ethics was adopted (<https://tou.edu.kz/arm/storage/files/63229d04cbb1d3.67254773.pdf>).

The personnel policy for recruitment and selection of personnel ensures equality and accessibility to vacancies available at the university and guarantees equal opportunities and an objective assessment of the professional qualities of applicants. The university has developed requirements for the positions of teaching staff and persons equivalent to them (<https://tou.edu.kz/arm/storage/files/6672ca5e5208d7.61275308.pdf>).

Priority is given to persons with higher qualifications, results of pedagogical, scientific, professional activity. Qualification requirements for positions of teaching staff related to the teaching staff are approved by the order of the rector.

The departments carry out systematic work to form the staff and reserve of teaching staff, ensuring the implementation of educational programs.

The qualifications of the teaching staff correspond to all profiles of educational programs and taught disciplines, which is confirmed by the presence of diplomas in the relevant specialties, certificates, issued educational and teaching aids, publications of articles and monographs.

The implementation of the educational program is ensured by scientific and pedagogical staff who have a basic education corresponding to the profile of the discipline being taught and who are systematically engaged in scientific and scientific-methodological activities within the framework of the competence model.

To the educational process for OP7M04154 “Marketing” involved 31 full-time teaching staff (Table 7.1) and 7 part-time teaching staff.

Table 7.1 – Dynamics of the teaching staff of the Department of Economics over the past 5 years for the EP7M04154 “Marketing”

Academic year	Total PPS	Staff PPS	Regular PPS				Degree of success, %
			Doctors sciences	Candidates sciences	PhD Doctors	Masters	
2020-2021	33	30	1	14	3	14	50
2021-2022	34	30	-	15	3	14	50
2022-2023	33	27	1	10	5	11	45
2023-2024	36	29	2	13	3	11	50
2024-2025	38	31	2	13	6	10	55

To the educational process for OP8D02301 “Philology” 18 full-time teaching staff (Table 7.2) and 6 part-time teaching staff were involved.

Table 7.2 – Movement of the teaching staff of the Department of Philology and Journalism for the OP8D02301 “Philology”

Academic year	Total PPS	Staff PPS	Regular PPS				Degree of success, %
			Doctors sciences	Candidates sciences	PhD Doctors	Masters	
2020-2021	17	13	2	10	1	3	64.7%
2021-2022	15	14	2	9	0	3	73.3%
2022-2023	14	14	2	9	1	2	85.7%
2023-2024	24	18	3	11	2	5	62.5%
2024-2025	24	18	2	11	1	4	58.3

The main areas of formation of the personnel reserve and development of the personnel potential of the teaching staff are: scientific internships, advanced training of the teaching staff, academic mobility of the teaching staff, training in Ph.D. doctoral studies.

The University has a council of young scientists, which was approved by the relevant order (https://science.tou.edu.kz/article.php?art_id=30), and information about the composition and areas of activity is posted on the website (https://science.tou.edu.kz/article.php?art_id=30).

The University regularly holds a competition for “Best Teacher of the Year”, the results of which are posted on the official website (https://science.tou.edu.kz/article.php?art_id=56).

The entire range of issues related to the process of stimulating the teaching staff (one-time bonuses, allowances and other payments) is considered at a meeting of the commission approved

by the order of the Rector (<https://tou.edu.kz/arm/storage/files/63b6682e33b511.02697553.pdf>).

The implementation of the University employee motivation mechanism is regulated in Regulations on the system of key performance indicators (KPI) of employees (<https://tou.edu.kz/arm/storage/files/615e9a81991f34.16144093.pdf>).

Rules for providing financial assistance to employees. Every year, gifts are purchased for children under 7 years old for the faculty and university staff, off-site events "Densaulyk - zor baylyk", "Cheerfulness and health" are held, sports events, volleyball, football, basketball, darts, arm wrestling tournaments are organized, corporate and anniversary evenings are held.

The university has approved time standards for determining the volume of the teaching staff workload and they are reflected in the Regulation "On the procedure for planning and calculating the budget of working time of the teaching staff" (<https://tou.edu.kz/arm/storage/files/66cd81eb29c631.22005127.pdf>), and the planning process within the framework of the implementation of educational programs is also disclosed on the website.

The structure of the weekly workload of the PPS is formed in accordance with the regulatory documents of the Republic of Kazakhstan and is presented in the table below.

Table 7.5 – Recommended distribution of hours by type of activity for departments.

No	Job title	Weekly workload, hours	Type of activity		
			Teaching	Methodological and organizational	R&D
1	Professor	36	8	13	15
2	Associate Professor (Associate Professor)	36	12	12	12
3	Senior Lecturer	36	18	12	6
4	Assistant teacher	36	20	4	12

The university offers advanced training and retraining courses for personnel, and informs the public via the website (https://tou.edu.kz/ru/?option=com_content&view=article&id=8007).

As part of advanced training, special attention is paid to supporting young scientists and teachers. The University has implemented the Mentoring project: https://www.tou.edu.kz/ru/?option=com_content&view=article&id=11282.

For the formation, coordination and implementation of scientific, research and scientific-technical activities, the university operates a scientific and technical council (https://science.tou.edu.kz/article.php?art_id=47).

Each employee has a personal employee account (<https://tou.edu.kz/arm/>), and the teaching staff has a personal account for the teacher (<https://tou.edu.kz/arm/>).

The organization of academic mobility of the teaching staff is carried out on the basis of the current Regulation, which details the mechanism of incoming and outgoing academic mobility (<https://tou.edu.kz/arm/storage/files/62135b00ba6ba7.14654290.pdf>).

The University has developed rules for reporting by employees on the results of foreign business trips (<https://tou.edu.kz/arm/storage/files/644a32cd2e6005.23271291.pdf>).

For the 2024-2025, 2025-2026 academic years, incoming and outgoing academic mobility is planned jointly with the Kyrgyz State Technical University, Bishkek, Faculty of the Higher School of Economics and Business.

Department of Philology and Journalism Work is underway on the internal and external internationalization of the implemented EPs. Thus, the following professors were invited as foreign consultants for doctoral students to the international scientific and practical conference "Kogamnyn ruhani damuy ja ne Mëshhyr Zhusiptin tarikhi murasi" organized in 2022 by Toraigyrov University and with the active participation of the department:

- PhD, professor of Akteniz University Abdollah Kok (Turkey), PhD, professor of Kobda

University Zhylykyaydar Kinalgan (Mongolia), PhD, professor of Pamukkale University Nergiz Birai (Turkey).

Based on the materials of the expeditions, articles are published in highly rated journals and journals of the KOKSNVO in collaboration with foreign scientists.

The materials recorded during many years of expeditionary work are presented at numerous international forums, and the results of their research are published in collections, articles and monographs in Kazakhstan and abroad.

Within the framework of the accredited OP 8D02301 "Philology" teachers have developed electronic manuals that are available to students:

- 1) <https://textbook.tou.edu.kz/books/150/index.html#> (Kapasova Bakytgul Kasymbaykyzy, Elikpaev Serik Toleubayuly) ;
- 2) <https://textbook.tou.edu.kz/books/156/index.html#> (Kapasova Bakytgul Kasymbaykyzy, Elikpaev Serik Toleubayuly) ;
- 3) <https://textbook.tou.edu.kz/books/144/intro.html#> (Kapasova Bakytgul Kasymbaykyzy, Elikpaev Serik Toleubayuly).

Tsvetkova A.D. is a member of the editorial board of the journal "Philology and Man", included in the list of the Higher Attestation Commission of Russia <http://journal.asu.ru/pm/about>

Based on the materials of the international scientific and practical conference "Scientific Foundations of Mashkhur Studies and the Development of Modern Humanities", dedicated to Mashkhur Zhusup Kopeev and the 80th anniversary of the birth of Kuandyk Pazylovich Zhusip, students of the department's EP published a series of articles in collaboration with foreign scientists in conference proceedings and in the Bulletin of Toraigrov University.

Professor Abdollah Kok arrived at Toraigrov University from November 14, 2022 to December 11, 2022 under the program of attracting foreign scholars to conduct classes, lectures and consultations on the taught disciplines "Theoretical Foundations of the History of Language", "Philology and its Theoretical Foundations in the System of Modern Humanities Education", "Historical Grammar of the Kazakh Language", "Problems of Literary Theory".

In September 2023, the department "Philology and Journalism" as part of academic mobility, a doctoral student of the University of Wisconsin – Madison, Isabella Palange (USA), studying in the specialty "Russian Philology and Folklore" (Advisers and scientific consultants – Prof. Tsvetkova A.D., Prof. Iost O.A.) completed a research internship. https://drive.google.com/file/d/1R9NpVsw1jDeRLgLtGUBcXgqW4ZcXbhI/view?usp=drive_link.

Professor of the Department of Philology and Journalism A.D. Tsvetkova annually leads folklore expeditions conducted in the regions of Kazakhstan and adjacent territories, with the participation and support of the American non-profit organization Partnership for Russian, East European and Eurasian Folklore. From 2018 to 2024, 6 expeditions were organized with the participation of scientists and students from the USA, Russia, Canada, Japan, Thailand. <https://preef.org/upcoming-expeditions>.

The list of output data on conferences in which the faculty participates is published on the university website (https://science.tou.edu.kz/article.php?art_id=67).

The University creates conditions for inviting both Kazakh and foreign scientists and specialists to carry out teaching and research activities.

To coordinate scientific, research, scientific and technical activities at the University, as well as to develop proposals for improving innovative activities, the Scientific and Technical Council operates (<https://tou.edu.kz/arm/storage/files/63c0e9fe002bb8.72349422.pdf>).

The procedure for using social networks by teachers and staff is regulated by the relevant

Regulation (<https://tou.edu.kz/arm/storage/files/62b986ad552483.20623190.pdf>).

Analytical part

The process of promotion and rotation of personnel is carried out by management based on professional achievements, performance discipline, and managerial skills of the employee. The process of selection-recruitment and certification of personnel is directly related to the movement of personnel, which is reflected in the relevant orders of the university and is carried out by management based on professional achievements, performance discipline, and managerial skills of the employee.

In order to create a competency-based model of the teaching staff, the university has developed a corresponding Regulation on competitive replacement of positions of professorial and teaching staff, which reflects the requirements for teaching staff occupying positions of different qualification levels. The national qualification framework and professional standards determine the necessary level of knowledge, skills and abilities for each level of training. These requirements are included in the current Qualifications of teachers at the university, their quantitative composition corresponds to the accredited areas of training, meets licensing requirements.

The university has an active system of motivation and encouragement of personnel, through rating assessment of the achievements of the teaching staff, which makes it possible to stimulate the work of the teaching staff, including research. At the same time, insufficient attention is paid to supporting young teachers, increasing their involvement in scientific, educational and training work.

The level of degree attainment of full-time teaching staff involved in OP 7M04154 "Marketing" is 55% (positive dynamics in recent years), %, which corresponds to the established qualification requirements.

According to OP8D02301 "Philology" at the level of qualification of full-time teaching staff involved in the OP is 58.3% (negative dynamics in recent years), which corresponds to the established qualification requirements.

The distribution (approval) of the workload is carried out in departments taking into account the capabilities of each.

Academic mobility programs are being actively implemented.

At the same time, during the accreditation procedure, the availability of electronic teaching aids developed by teachers within the framework of OP 7M04154 "Marketing" was not confirmed. The absence of such resources limits students' access to structured and original materials adapted to the specifics of the program and the disciplines being implemented. The availability of electronic teaching aids in the public domain helps improve the quality of the educational process, support independent work of students, create a single information space and digitalize learning.

The results of the survey of the teaching staff demonstrated the following trends:

- 44.4% (8 people) very good and 55.6% (10 people) evaluate the content of the educational program well and it meets your scientific and professional interests and needs;
- 33.3% (6 people) very well and 66.7% (12 people) well assess the opportunities provided by the University for the professional development of the teaching staff;
- 27.8% (5 people) very well and 72.2% (13 people) well assess the opportunities provided by the University for career growth of the teaching staff;
- 27.8% (5 people) very well and 72.2% (13 people) well assess the degree of academic freedom of the teaching staff.

All respondents surveyed noted the presence of feedback from management, good the level of stimulation and involvement of young specialists in the educational process and the opportunities created for professional and personal growth for every teacher and staff member (61.1% or 11 people).

Strengths/best practices for 8D02301 "Philology" and OP 7M04154 "Marketing" consists of demonstrating the compliance of the teaching staff's human resources with the specifics of the OP, implementing an objective and transparent human resources policy, and applying motivation systems that promote the professional growth of the teaching staff.

There are no recommendations for OP 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing":

- Develop a plan for the publication of electronic teaching aids by teachers within the framework of accredited educational programs and make them publicly available to students from September 1, 2025.

Conclusions of the VEK based on the criteria:

According to the standard "Teaching staff" of OP 7M04154 "Marketing", there is 1 strong position and 8 satisfactory positions.

According to the standard "Teaching staff" of OP 8D02301 "Philology" have 2 strong positions and 7 satisfactory positions.

6.8. Standard "Educational resources and student support systems"

- ✓ The university must guarantee that the infrastructure and educational resources, including material and technical resources, correspond to the goals of the educational program..
- ✓ The management of the OP must demonstrate the adequacy of classrooms, laboratories and other facilities equipped with modern equipment to ensure the achievement of the OP's goals.
- ✓ The university must demonstrate that information resources meet the needs of the university and the educational programs being implemented, including in the following areas:
 - ✓ technological support for students and teaching staff in accordance with educational programs (e.g. online learning, modeling, databases, data analysis programs);
 - ✓ library resources, including a collection of educational, methodological and scientific literature on general educational, basic and specialized disciplines on paper and electronic media, periodicals, access to scientific databases;
 - ✓ examination of research results, graduation theses, dissertations for plagiarism;
 - ✓ access to educational Internet resources;
 - ✓ functioning of WI-FI on its territory.
- ✓ The university must demonstrate that it creates conditions for conducting scientific research, integrating science and education, and publishing the results of scientific research work by faculty, staff, and students.
- ✓ The university should strive to ensure that the educational equipment and software used for mastering educational programs are similar to those used in the relevant sectors of the economy.
- ✓ The leadership of the EP should demonstrate that there are procedures in place to support different groups of students, including information and consultation.
- ✓ The management of the educational institution must demonstrate the existence of conditions for the student's advancement along an individual educational trajectory.
- ✓ The university must take into account the needs of different groups of students (adults, working students, international students, as well as students with special educational needs).
- ✓ The university must ensure that its infrastructure meets safety requirements.

Evidential part

The indicators of the university's material and technical equipment for organizing the educational process are a characteristic of the institute's potential and a guarantee of its sustainability. The University carries out a set of measures to form a modern material base, information space and effectively developed communication infrastructure, as well as to introduce new forms and methods of providing educational services based on modern information technologies. The university has on its balance sheet: 6 academic buildings; 2 dormitories; the Bayantau recreation center; an agrobiological station; auxiliary and utility rooms.

The need for material and technical resources and infrastructure for educational programs OP 7M04154 "Marketing", 8D02301 "Philology" in NAO "Toraighyrov University" is determined taking into account the forms of training, educational programs, and the contingent of students. The material and technical, library and information resources used to organize the educational process of the OP cluster are sufficient and meet the requirements of the educational program being implemented.

In NAO "Toraighyrov University" the necessary conditions are created for students to choose an individual educational trajectory, which include:

- ☐ the ability to choose the language of instruction, elective subjects, and teachers;
- ☐ electronic registration for elective courses;
- ☐ development of an individual educational plan;
- ☐ organizing an additional semester for repeated or additional study of subjects;
- ☐ the possibility of learning using distance learning technologies;
- ☐ familiarization with personal results of academic achievements;
- ☐ the opportunity to study within the framework of academic mobility;
- ☐ the ability to use the educational portal;
- ☐ possibility of use electronic library (<http://biblioteka.kgu.kz>), which is implemented through the KABIS program), the Republican Interuniversity Electronic Library;

To conduct laboratory and practical work at a modern level, students can use specialized classrooms, multimedia classes, equipped with all the necessary technical and audiovisual means.

The university's computer park contains 1,302 units of computer equipment, of which 370 are used for educational purposes. Master's students are also provided with access to computers outside of class time. All computers are connected to the university's single local network and have access to the Internet. All computers have operating systems starting with Microsoft Windows 7 versions of various editions and higher. The dynamics of the university's computer park are presented in Table 8.1.

Table 8.1 – Dynamics of the number of computers in 2021-2024

Name	2021 year	2022 year	2023 year	2024 year
Total number of computers	1635	1520	1302	1302
- used for educational purposes	468	529	370	370
Number of computer classes	37	38	25	25
Average number of hours of computer work per day	8	8	8	8

Access to the Internet and corporate network resources is distributed through organized virtual local area networks (VLAN). Personalization of the user's login to the corporate network, as well as their access rights, are regulated by the Active Directory service. The university's Internet provider for 2023 is Jusan Mobile JSC; the total bandwidth of the Internet access channel is 1 Gbit/s. In order to increase the level of electrical safety, the server complex is equipped with an uninterruptible power supply with a capacity of 18 kW. The server complex is equipped with an automatic fire extinguishing system based on Novec 1230 fire extinguishing agent.

To conduct various types of certification of master's students using computer testing, the "Testing" system is used, which represents technical support for processing existing test tasks or implementing new tests.

The university has the necessary educational infrastructure to implement the EP. The total number of lecture halls is 11, classrooms are 167, and laboratories are 65. The academic buildings have 24 computer rooms with 276 seats, 2 multimedia rooms with 26 seats, 8 reading rooms, etc., Table 8.3.

Interactive boards, projectors, and electronic textbooks are actively used in the educational process. Demonstration slides and videos are regularly shown during lectures. Field trips, the involvement of practitioners in teaching and developing elective disciplines and their review have also become traditional.

Table 8.2 – Support subsystems available at the University

Year	Subsystem
2014	Subsystem "Online classes"
2014	Subsystem "Cases"
2014	Integration with the information system "ESUVO"
2014	Calculation of the PPP load in credits
2015	PPP rating
2015	SEDO (electronic document management system)
2016	Unified employee database
2016	Comprehensive performance indicators
2017	College Admissions Office
2018	Student Service Center

Table 8.3 – University educational infrastructure

No. p/p	Name of the indicator	Number of audiences	Number of seats
1	Lecture halls	11	792
2	Auditoriums for practical classes and seminars	167	3535
3	Educational and scientific laboratories	65	1060
4	Computer classes	24	276
5	Reading rooms	8	382
6	Multimedia rooms	2	26
7	Scientific and practical centers	10	-

Library collection is 866,992 copies of publications in the state, Russian and foreign languages. Of these, educational and methodological literature - 484,043 copies of publications, scientific literature - 343,247 copies of publications, fiction - 39,702 copies. Of the total number of publications on electronic media - 4,179 copies.

The library collection is constantly replenished with educational, methodological and scientific literature developed by the university's faculty.

The electronic catalogue reflects the entire library collection. The electronic catalogue is presented at all library service points and the catalogue hall; periodicals are available to users on the Internet (Library@psu.kz). The volume of the electronic catalogue is 213723 B.Z.

The library departments are located in all academic buildings. Readers are served at 3 subscription desks and in 8 reading rooms. Every year the library collection is replenished with 20-25 thousand copies of new educational and scientific literature in Russian, Kazakh and English. Subscriptions to periodicals for 200-220 newspaper and magazine titles are issued.

The library uses modern WEB technologies:

- Apache web server (ensures the availability of the library website);
- PHP interpreter (interpretation of PHP code into ready-made scripts);
- MySQL databases (used for storing data and optimizing work);
- Openfire Jabber server (interaction between library staff);
- FTP server (accessibility of all catalogues and electronic books for external libraries);
- IIS server (ensuring the operation of the KABIS web module);
- web module of the KABIS program (providing public access to library catalogs).

Access to external educational resources has been organized:

- RIEL (Republican Interuniversity Electronic Library of Kazakhstan) is a single database that unites the electronic resources of Universities of the Republic of Kazakhstan;
- KAZNEB (Kazakhstan National Electronic Library, State National Electronic Fund);
- for the purpose of creating your own bibliographies on the topics of dissertations and scientific articles, the ZOTERO bibliographic manager is used;
- with the aim of collaborating with world scientists and exchanging experience in scientific, practical, research and innovation activities [Research Gate](#) registered and worked in the scientific and information social network.

Library collections from all over the world on research topics and foreign open access databases are available.

https://irbis.tou.edu.kz/jirbis2/index.php?option=com_content&view=article&id=13&Itemid=485&lang=ru.

The university uses various support systems:

- automated workplace, the entrance to which requires entering a login and password;
- telegram bot;
- electronic schedule;
- benefits for education (https://tou.edu.kz/upload/Правила_по_скидках_2024.pdf);
- questionnaire;
- student service center.

Information is provided automatically through the students' personal account; the class schedule includes individual schedules for faculty consultations for students.

<https://drive.google.com/file/d/11ud4YBVqhg7JFItllFm0ri28zIK0T7HV/view?usp=sharing>, as well as through the website of the educational organization (<https://tou.edu.kz/ru/component/notifications?target=students>).

In order to create conditions for maintaining the psychological health of students, faculty and staff of the University, and to provide psychological support to individuals who find themselves in a difficult life or crisis situation, the University operates a psychological support office (https://tou.edu.kz/ru/?option=com_content&view=article&layout=edit&id=11192).

Toraigyrov University has a sports base. Information on the work of sports sections of the Directorate of Sports Development by sports in the sports hall of the State Institution of Culture of the NAO "Toraigyrov University" for the 2024-2025 academic year, as well as a plan for holding sports events is available in the public domain on the website (https://tou.edu.kz/ru/?option=com_content&view=article&id=436).

To provide high-quality medical care within the guaranteed volume of free medical care, the University has a medical center (https://tou.edu.kz/ru/?option=com_content&view=article&id=9861).

Students have the opportunity to obtain additional IT specialization (<https://itschool.tou.edu.kz/>).

To organize work with students with disabilities, the University has a Regulation on the procedure for organizing inclusive education (<https://tou.edu.kz/arm/storage/files/6362353bb9f0a9.97170047.pdf>).

Rules for using the ACS access control system from 14.01.2019: https://tou.edu.kz/images/stories/pdf/skud_rus.PDF

Ethics and Anti-Corruption Hotline https://tou.edu.kz/ru/?option=com_content&view=article&layout=edit&id=5059

MS Teams was launched for fast communication and work in the academic process.

The University checks written works for plagiarism in accordance with the Regulation.

Students are provided with a hostel for accommodation. Online applications for a place in a dormitory are accepted on the Student Service Centre portal: cos.psu.kz.

All University employees and faculty use the electronic document management system. Certified cryptographic information protection tools and corresponding software are installed on users' electronic workstations.

Analytical part

During the visit of the EEC, the experts were convinced that the local infrastructure has been created and is functioning smoothly at the university, ensuring the implementation of the educational process for the accredited educational programs. The educational equipment and software meet the requirements for the formation of practical skills and competencies that can be applied and are relevant in future professional activities, which was confirmed during the visit. The university has a well-equipped, regularly updated library fund that meets the requirements of the accredited educational programs. The teaching staff and students have access to various electronic databases for educational and scientific work.

The library annually creates a map of the provision of educational, educational-methodological and scientific literature to the educational institution, updating the book collection taking into account the standards - 10 years in all areas of science.

A MOOC center has been created where teachers have the opportunity to record video courses.

There is a local network, and users have the opportunity to use the necessary educational material in any computer class without coming to the library. The latest technologies have made it possible to significantly change the library's information service, improve the quality and efficiency of information provision.

The University provides access for personal laptops of students and faculty to the wireless network (WiFi) of the University with Internet access. All faculty and students of the University have free access to Wi-Fi. Therefore, providing communication between students, teachers, students with young people and with graduates of the school through social networks Facebook, Instagram, VKontakte, YouTube, is one of the important works to ensure public awareness. Information about the activities of the department is presented on the University website, which gives an idea of the head of the department and faculty. The information includes information about the educational, research, educational work, as well as the social life of the departments.

Distance learning technologies are actively used in the educational process (<https://dot.tou.edu.kz/auth/login>). There are responsible and support systems for students. The list of open online courses is contained on the platform <https://openu.tou.edu.kz/OpenU>.

The University is implementing the "Idea Factory" project (<https://docs.google.com/forms/d/e/1FAIpQLSfnXFd1HCc-DOzQXB8RIvPPdv6ycAy0CmtBmndzedu5hRqiQ/viewform>.)

Students have access to information on the subjects they study through the Educational Portal. The student's office contains a guide, registration for subjects, a standard curriculum, a catalog of elective subjects, the composition of the teaching staff for subjects, a module for registration for subjects, through which an individual curriculum is formed.

Organization of leisure and everyday life is of great importance for students at NAO "Toraighyrov University". For this purpose, the university has created the necessary conditions for the implementation of youth policy. A set of educational activities with students is being implemented. They are provided with many different opportunities to develop their creative abilities and skills for personal growth. Service departments operate to ensure extracurricular activities of students. Creative associations provide conditions for the implementation of the creative potential of gifted youth.

In order to meet students' needs for self-realization and creativity, the Department of Youth Policy constantly operates a student philharmonic society, dance studios, a youth theater, etc.

The results of the survey of students regarding satisfaction with educational resources and support systems are as follows:

- 100% or 6 students are completely satisfied with the level of accessibility of library resources and the quality of services provided in libraries and reading rooms;
- 100% or 6 students are completely satisfied with the quality of services provided in libraries and reading rooms;

- 100% or 6 students are completely satisfied with the availability of computer classes;
- 100% of respondents (6 people) are completely satisfied with the availability and quality of Internet resources.
- all respondents are completely satisfied with the content and informational content of the website of educational organizations in general and faculties (schools) – 100% (6 people);
- all respondents are completely satisfied with the classrooms and auditoriums for large groups – 100% (6 people);
- all respondents are completely satisfied with the student lounges – 100% (6 people).

Strengths/best practices in OP 7M04154 "Marketing", 8D02301 "Philology" is the provision of library resources with modern sources that allow for high-level scientific research and work within the framework of the EP disciplines.

There are no recommendations for OP 7M04154 "Marketing", 8D02301 "Philology".

Conclusions of the VEK based on the criteria:

According to the standard "Educational resources and student support systems", OP 7M04154 "Marketing", 8D02301 "Philology" have 1 strong and 8 satisfactory positions.

6.9. Standard "Informing the Public"

- ✓ The university guarantees that the published information is accurate, objective, relevant and reflects all areas of the university's activities within the framework of the educational program.
- ✓ Public awareness should include support and clarification of the country's national development programs and the system of higher and postgraduate education.
- ✓ The university management should use a variety of methods of disseminating information (including the media, web resources, information networks, etc.) to inform the general public and interested parties.
- ✓ Information about the educational program is objective, up-to-date and must include:
 - ✓ the purpose and planned results of the educational program, the qualification awarded;
 - ✓ information and the system for assessing the academic achievements of students;
 - ✓ information about academic mobility programs and other forms of cooperation with partner universities and employers;
 - ✓ information on opportunities for developing personal and professional competencies of students and employment;
 - ✓ data reflecting the positioning of the educational institution in the educational services market (at the regional, national, and international levels).
- ✓ An important factor is the publication of reliable information about the teaching staff, broken down by individuals, on open resources.
- ✓ The university must publish audited financial statements for the educational program on its own website.
- ✓ The university must post information and links to external resources based on the results of external assessment procedures.
- ✓ An important factor is the placement of information on cooperation and interaction with partners, including scientific/consulting organizations, business partners, social partners and educational organizations.

Evidential part

The university management uses various methods of disseminating information - this is the university website, briefings held by the management, open days, job fairs, round tables with heads of enterprises and organizations, exhibitions of achievements, demonstrations of new technologies and equipment, etc.

Procedure and conditions for disclosure of information in NAO "Toraighyrov University" is carried out in accordance with the Information Policy.

The official information status of the University website is established by the Website Regulations.

The main purpose of the site is to develop a high-quality information environment of the university as a resource of educational, scientific networks and a national information resource. The information resource of the site is open and publicly available and is aimed at forming an image for prompt and objective informing the public about the activities of the university.

The public is informed through the Situation Centre (<https://tou.edu.kz/infoboard/>), which provides updated data in graphical and tabular form on educational programs, student population, electronic educational resources, etc. The educational portal has a rector's blog, an admissions committee blog, and faculty deans' blogs, designed to provide feedback to portal visitors.

Since March 25, 2009, the Educational Portal has been operating at <https://tou.edu.kz/ru/>,

the main goal of which is to increase the awareness of graduate students, teachers, staff and the public of the region about the current state of affairs and directions of development of the university in the educational process, management, social and educational work.

Students are informed about the requirements of educational programs and the specifics of their implementation before training through publications on the official website of the university and through information resources:

<https://www.tiktok.com/@toukz>

https://t.me/tou_edu

<https://www.facebook.com/ToraighyrovUniversity>

<https://www.instagram.com/psukz/>

<https://vk.com/psupsu>

<https://ok.ru/profile/564614424926>.

Information support for events held at the university is provided in the state, Russian and English languages through the following media:

- regional and republican TV channels (Ertis (Kazakhstan-Pavlodar), Irbis, KTK-7, 24.kz, Khabar);

- regional and republican radio;

- republican and regional press (newspapers "Kazakhstanskaya Pravda", "Egemen Kazakhstan", "*Bilimdi ate*- Educated country", "Star of the Irtysh Region", "Review of the Week", "Saryarka Samaly", "Abiturient" magazine);

- republican and regional news portals (website of the international information agency KAZINFORM (<http://www.inform.kz>), BNEWS.KZ, Baq.kz, Pavlodarnews.kz, Pavon.kz, shyn.kz, liter.kz, Tengrinews.kz and others), official website – <https://tou.edu.kz/ru/>;

- official pages on social networks (Instagram, VKontakte, Odnoklassniki, Facebook, Tiktok), Telegram channel, YouTube channel, broadcasting videos about the university's achievements at events, on social networks and regional television.

The procedure for receiving and sending corporate messages is carried out via corporate mail.

On the university website, on the page of each department, there is a section called "Faculty of Science" <https://tou.edu.kz/ru/component/university?department=116&ion=employees>

This section contains information about the department's teachers on the following points: **full name; position; academic degree; academic rank; education; taught disciplines; length of service; list of scientific papers; area of scientific research, professional achievements.** Photos of teachers are also posted.

Information about the teaching staff and students is also presented in the AIS "Platonus" and is integrated with the National Educational Database (NEDB).

The university's website also contains information about the university's licenses (<https://tou.edu.kz/images/stories/pdf/goslicense.pdf>), external audit reports (<https://tou.edu.kz/arm/storage/files/6579b909433f97.45302882.pdf>), University accreditation (<https://tou.edu.kz/ru/2013-05-17-04-32-03/institutsionalnaya-akkreditatsiya?id=8508>).

To obtain an objective assessment of the degree of satisfaction with information about the activities of the university, the specifics and progress of the EP implementation, a survey and questionnaire are conducted at the university.

Analytical part

During the visit, the expert commission found that the management uses various methods of disseminating information: mass media, web resources, information networks, etc. The university's web resource contains information characterizing the university as a whole, the implementation of educational programs with a description of the learning outcomes. At the same time, experts note that the information is not posted regularly and not in full.

The page provides information on the department's priorities, the EPs being implemented, a list of practice bases and partners, information on the faculty and graduates, and also contains

quality goals. Information on the faculty contains information on education, work experience, taught disciplines, advanced training, scientific works and contact information, but does not reflect the current situation. Every year, in order to widely inform the population about the activities and specialties of the Toraigyrov University, a career guidance work plan is approved.

The library's website contains a card index of the university's teachers' works. According to statistics, the university is one of the active users of the RMEB.

To promptly respond to publications, complaints from students and other interested parties, constant monitoring of mentions of the university in social networks and in the media is conducted. In case of detection of any complaints or negative mentions, the information (with a screenshot, scan) is reviewed by the university management after familiarization. Any complaint receives the necessary response in a timely manner - on average - from several hours to a week.

The preparation of information for posting on the university's Internet resources, in addition to information posted by educational departments and teachers on the educational portal, is carried out by interested structural departments.

Based on the results of the survey of students, the following was revealed:

- 100% of respondents (6 people) are completely satisfied the content and informational content of the website of educational organizations in general and faculties (schools) in particular;
- 100% of respondents (6 people) are completely satisfied with the information provided to students about courses, educational programs and the academic degree they receive;
- 100% of respondents (6 people) are completely satisfied with the activities of the financial and administrative services of the educational institution.

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- By August 31, 2025, update the information posted on the website and other open resources about the teaching staff, the procedure for assessing learning outcomes, the criteria and methods for assessing learning outcomes, information about events taking place at the university, information about the employment of graduates, information about partners involved within the framework of the EP.

Conclusions of the VEK based on the criteria:

According to the standard "Informing the Public", OP 7M04154 "Marketing", 8D02301 "Philology" have 10 satisfactory positions.

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

According to the standard "Educational Program Management"

Strengths/Best Practices for OP7M04154 "Marketing", 8D02301 "Philology" are not identified according to this standard.

According to the standard "Information Management and Reporting"

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

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

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

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

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

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

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

According to the standard "Students"

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

According to the standard "Teaching staff"

Strengths/best practices for 8D02301 "Philology" and OP 7M04154 "Marketing" are in demonstrating the compliance of the teaching staff's human resources with the specifics of the OP, implementing an objective and transparent human resources policy, and applying motivation systems that promote the professional growth of the teaching staff.

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

The strength/best practice of the OP 7M04154 "Marketing", 8D02301 "Philology" is the provision of library resources with modern sources that allow for high-level scientific research and work within the framework of the OP disciplines.

According to the standard "Informing the public"

There are no strengths/best practices for OP 7M04154 "Marketing", 8D02301 "Philology".

(VIII) OVERVIEW OF QUALITY IMPROVEMENT RECOMMENDATIONS FOR EACH STANDARD

According to the standard "Educational Program Management"

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- The OP management should review the OP development plans, identify the uniqueness and individuality of the OP development plans, and detail the development indicators by year until September 1, 2025.
- In the 2025-2026 academic year, the university management shall ensure that the heads of the educational programs and other persons involved in the management of the educational program undergo training in risk management.
- The EP management must conduct a detailed risk analysis for the EP by the end of the 2024-2025 academic year, specify measures to reduce the impact of risks, indicating measurable performance indicators, those responsible, and implementation deadlines.
- In the 2025-2026 academic year, develop an action plan for the introduction of new innovative teaching and assessment methods into the educational process, including our own, and also provide feedback on the effectiveness of their use.

According to the standard "Information Management and Reporting"

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- In the 2025-2026 academic year, determine the criteria for the effectiveness and efficiency of the educational program, and annually evaluate the educational program based on the approved indicators.

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

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- By September 1, 2025, the OP management shall identify the uniqueness and individuality of each individual OP based on its positioning as a competitive program capable of satisfying the current and future needs of stakeholders.
- By 01.09.2025, conduct an analysis of international professional certification programs, determine the list of disciplines, the content of which is aimed at preparing students for professional certification; by the beginning of the 2025-2026 academic year to make appropriate adjustments to the content of the educational program and academic disciplines.
- By 01.09.2025, develop an action plan to harmonize the content of the educational program with similar educational programs of foreign universities in order to form and implement joint and/or two-degree programs by 2026.

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

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- The leadership of the educational institution shall annually monitor the effectiveness of the assessment systems used by teachers within the framework of academic disciplines; the results of the monitoring shall be discussed at meetings of the collegial governing bodies.
- Publish the results of the EP monitoring on a regular basis on the university website in order to promptly inform stakeholders about the organizational decisions taken and planned actions in relation to the EP.

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

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- In order to master modern teaching methods and improve the efficiency of the procedure for assessing the results of training for the management of the OP include in the work plans of departments for the 2025-2026 academic year the need for advanced training for teaching staff in the field of modern methods for assessing learning outcomes;

- By September 1, 2025, publish on the University's website the criteria and assessment methods for OP 7M04154 "Marketing", as well as the planned results and objectives of the program.

According to the standard "Students"

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- Develop an action plan for the development of internal and external academic mobility of students in accredited educational institutions for the 2025-2026 academic year.

According to the standard "Teaching staff"

There are no recommendations for OP 8D02301 "Philology".

Recommendations for OP 7M04154 "Marketing":

- Develop a plan for the publication of electronic teaching aids by teachers within the framework of accredited educational programs and make them publicly available to students from September 1, 2025.

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

There are no recommendations for OP 7M04154 "Marketing", 8D02301 "Philology".

According to the standard "Informing the public"

Recommendations for OP 7M04154 "Marketing", 8D02301 "Philology":

- By August 31, 2025, update the information posted on the website and other open resources about the teaching staff, the procedure for assessing learning outcomes, the criteria and methods for assessing learning outcomes, information about events taking place at the university, information about the employment of graduates, information about partners involved within the framework of the EP.

(X) RECOMMENDATION TO THE ACCREDITATION COUNCIL

The external expert commission made a unanimous decision to recommend that the Accreditation Council accredit the educational institution 7M04154 "Marketing", 8D02301 "Philology" of Toraigyrov University for a period of 5 (five) years.



Appendix 1. Evaluation table "PARAMETERS OF A SPECIALISED PROFILE"

**Conclusion of the external expert commission on quality assessment
educational programs 7M04154 Marketing
NJSC "Toraigyrov University"**

№ p/p	No. p/p	Evaluation criteria	Position of the educational organization			
			Strong	Satisfactory	Suggests improvement	Unsatisfactory
Standard 1 ""Educational Program Management""						
1	1.	An institution providing higher and/or postgraduate education must have a published quality assurance policy that reflects the relationship between research, teaching and learning		+		
2	2.	The organization of higher and/or postgraduate education must demonstrate the development of a quality assurance culture, including in the context of the educational program		+		
3	3.	Commitment to quality assurance should apply to all activities carried out by contractors and partners (outsourcing), including in the implementation of joint/dual degree education and academic mobility		+		
4	4.	The leadership of the educational institution demonstrates transparency in developing a development plan for the educational institution, containing the start dates for implementation, based on an analysis of its functioning, the actual positioning of the educational institution and the focus of its activities on meeting the needs of the state, employers, students and other stakeholders.			+	
5	5.	The management of the educational program demonstrates the existence of mechanisms for the formation and regular revision of the educational program development plan and monitoring of its implementation, assessment of the achievement of educational goals, compliance with the needs of students, employers and society, and decision-making aimed at continuous improvement of the educational program			+	
6	6.	The management of the educational institution must involve representatives of stakeholder groups, including employers, students and teaching staff, in the formation of the educational institution development plan.			+	
7	7.	The leadership of the EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national priorities and the development strategy of the organization of higher and (or) postgraduate education			+	
8	8.	The organization of higher and (or) postgraduate education must demonstrate a clear definition of those responsible for business processes within the framework of the EP, a clear distribution of job responsibilities of personnel, and delineation of the functions of collegial bodies		+		
9	9.	The management of the OP must provide evidence of the transparency of the educational program management system		+		
10	10.	The management of the OP must demonstrate the existence of an internal quality assurance system for the OP, including its design, management and monitoring, their improvement, and decision-making based on facts.		+		
11	11.	The management of the OP must implement risk management, including within the framework of the OP undergoing initial accreditation, and also demonstrate a system of measures aimed at reducing the degree of risk			+	
12	12.	The management of the educational program must ensure the participation of representatives of employers, teaching staff, students and other interested parties in the collegial bodies managing the educational program, as well as		+		

		their representativeness in decision-making on issues of managing the educational program.				
13	13.	The OO must demonstrate innovation management within the OP, including the analysis and implementation of innovative proposals			+	
14	14.	The leadership of the educational institution must demonstrate evidence of its readiness to be open and accessible to students, faculty, employers and other interested parties.		+		
15	15.	The management of the OP must undergo training in educational management programs		+		
Total by standard			0	9	6	
Standard 2 "Information Management and Reporting"						
16	1.	The educational institution must demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software and that it uses a variety of methods for collecting and analyzing information in the context of the educational institution.		+		
17	2.	The management of the OP must demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system.		+		
18	3.	OP leadership must demonstrate fact-based decision making		+		
19	4.	The EP should provide for a system of regular reporting reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of departments and departments, and scientific research.		+		
20	5.	The PO must establish the frequency, forms and methods of assessing the management of the OP, the activities of collegial bodies and structural divisions, senior management, and the implementation of scientific projects.		+		
21	6.	The OO must demonstrate the definition of procedures and provision of information protection, including the identification of persons responsible for the accuracy and timeliness of information analysis and the provision of data		+		
22	7.	An important factor is the availability of mechanisms for involving students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them.		+		
23	8.	The management of the educational institution must demonstrate the existence of a mechanism for communication with students, employees and other stakeholders, as well as mechanisms for conflict resolution.		+		
24	9.	The educational institution must demonstrate the existence of mechanisms for measuring the degree of satisfaction of the needs of the teaching staff, personnel and students within the educational institution.		+		
25	10.	The OO must provide for the assessment of the effectiveness and efficiency of activities, including in the context of the OP			+	
		<i>The information to be collected and analyzed within the OP should take into account:</i>				
26	11.	Key performance indicators		+		
27	12.	dynamics of the student contingent in terms of forms and types		+		
28	13.	academic performance, student achievement and dropout		+		
29	14.	satisfaction of students with the implementation of the educational program and the quality of education at the university		+		
30	15.	availability of educational resources and support systems for learners		+		
31	16.	The educational institution must confirm the implementation of procedures for processing personal data of students, employees and teaching staff based on their documentary consent.		+		
Total by standard			0	15	1	
Standard 3 "Development and approval of the educational program"						
32	1.	The PO must define and document procedures for developing OPs and their approval at the institutional level.		+		
33	2.	The management of the EP must ensure that the content of the EP corresponds to the established objectives, including the expected learning outcomes.		+		
34	3.	The management of the OP must demonstrate the existence of mechanisms for revising the content and structure of the OP, taking into account changes		+		

		in the labor market, employers' requirements and the social demands of society.				
35	4.	The management of the educational program must ensure the availability of developed models of the educational program graduate, describing the learning outcomes and personal qualities		+		
36	5.	The management of the OP must demonstrate that external assessments of the content of the OP and the planned results of its implementation have been carried out.		+		
37	6.	The qualification awarded upon completion of the EP must be clearly defined and correspond to a specific level of the NQF and QF-EHEA		+		
38	7.	The leadership of the EP should determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
39	8.	An important factor is the possibility of preparing students for professional certification (PC)			+	
40	9.	The management of the educational program must provide evidence of the participation of students, faculty and other stakeholders in the development of the educational program and ensuring its quality.		+		
41	10.	The management of the educational institution must ensure that the content of academic disciplines and planned results correspond to the level of education (bachelor's, master's, doctoral)		+		
42	11.	The structure of the educational program should provide for various types of activities that ensure that students achieve the planned learning outcomes.		+		
43	12.	An important factor is the compliance of the content of the EP and the learning outcomes of the EP implemented by higher and/or postgraduate education organizations in the EHEA		+		
Total by standard			0	11	1	
Standard 4 "Continuous monitoring and periodic evaluation of educational programs"						
44	1.	The educational institution must define mechanisms for monitoring and periodic evaluation of the educational program to ensure that the goal is achieved and the needs of students and society are met, and demonstrate the focus of the mechanisms on continuous improvement of the educational program.		+		
		<i>Monitoring and periodic evaluation of the OP should include:</i>				
45	2.	the content of the program in light of the latest scientific advances in a particular discipline to ensure the relevance of the discipline taught		+		
46	3.	changes in the needs of society and the professional environment		+		
47	4.	workload, academic performance and graduation of students		+		
48	5.	the effectiveness of student assessment procedures		+		
49	6.	expectations, needs and satisfaction of students with training in the OP		+		
50	7.	educational environment and support services, and their compliance with the objectives of the EP		+		
51	8.	The management of the OP must demonstrate a systematic approach to monitoring and periodically assessing the quality of the OP.		+		
52	9.	The PO and the OP management must determine a mechanism for informing all interested persons about any planned or undertaken actions in relation to the OP.		+		
53	10.	All changes made to the OP must be published.		+		
Total by standard			0	10	0	
Standard 5: Student-Centered Learning, Teaching, and Assessment						
54	1.	The leadership of the educational institution must ensure respect and attention to different groups of students and their needs, and provide them with flexible learning paths.		+		
55	2.	The management of the educational institution should provide for the use of various forms and methods of teaching and learning.		+		
56	3.	An important factor is the availability of own research in the field of teaching methods of academic disciplines of the EP		+		
57	4.	The leadership of the EP should demonstrate the existence of feedback mechanisms on the use of various teaching methods and assessment of learning outcomes		+		

58	5.	The leadership of the EP should demonstrate the existence of mechanisms to support learner autonomy while simultaneously providing guidance and assistance from the teacher.		+		
59	6.	The management of the educational institution must demonstrate the existence of a procedure for responding to student complaints.		+		
60	7.	The educational institution must ensure consistency, transparency and objectivity of the learning outcomes assessment mechanism for each educational institution, including appeals.		+		
61	8.	The educational institution must ensure that the assessment procedures for the learning outcomes of students in the educational program correspond to the planned results and objectives of the program, and that the assessment criteria and methods are published in advance.			+	
62	9.	The educational institution must define mechanisms to ensure that each graduate of the educational institution achieves the learning outcomes and ensure that they are fully formed.		+		
63	10.	Assessors must be proficient in modern methods of assessing learning outcomes and regularly improve their skills in this area.			+	
Total by standard			0	8	2	
Standard 6 "Students"						
64	1.	The educational institution must demonstrate the existence of a policy for the formation of a contingent of students in the context of the educational program, ensure the transparency and publication of its procedures regulating the life cycle of students (from admission to completion)		+		
		<i>The management of the educational institution must determine the procedure for forming the contingent of students based on:</i>				
65	2.	minimum requirements for applicants		+		
66	3.	maximum group size for seminars, practical, laboratory and studio classes		+		
67	4.	forecasting the number of government grants		+		
68	5.	analysis of available material, technical, information resources, human resources		+		
69	6.	analysis of potential social conditions for students, including the provision of places in a dormitory		+		
70	7.	The leadership of the OP must demonstrate readiness to conduct special adaptation and support programs for newly admitted and foreign students.		+		
71	8.	The educational institution must demonstrate that its actions comply with the Lisbon Recognition Convention, that it has a mechanism for recognizing the results of students' academic mobility, as well as the results of additional, formal and informal learning.		+		
72	9.	The BO should cooperate with other educational organisations and national centres of the "European Network of National Information Centres on Academic Recognition and Mobility/National Academic Recognition Information Centres" ENIC/NARIC in order to ensure comparable recognition of qualifications		+		
73	10.	The educational institution must provide opportunities for external and internal mobility of students of the educational program, as well as readiness to assist them in obtaining external grants for their studies.		+		
74	11.	The leadership of the educational institution must demonstrate its readiness to provide students with internship places, facilitate the employment of graduates, and maintain contact with them.		+		
75	12.	The educational institution must provide for the possibility of providing graduates of the educational institution with documents confirming the acquired qualifications, including the achieved learning outcomes, as well as the context, content and status of the education received and evidence of its completion.		+		
Total by standard			0	12	0	
Standard 7 "Teaching staff"						
76	1.	The PO must have an objective and transparent personnel policy, including in the context of the OP, including hiring, professional growth and development of personnel, ensuring the professional competence of the entire staff	+			

77	2.	The educational institution must demonstrate that the teaching staff potential corresponds to the specifics of the educational institution.		+		
78	3.	The management of the OP must demonstrate awareness of responsibility for its employees and provide them with favorable working conditions.		+		
79	4.	The leadership of the OP must demonstrate the changing role of the teacher in connection with the transition to student-centered learning		+		
80	5.	The OO must determine the contribution of the OP teaching staff to the implementation of the OO development strategy and other strategic documents		+		
81	6.	The OO should provide opportunities for career growth and professional development of the teaching staff of the OP		+		
82	7.	The leadership of the OP must demonstrate a willingness to involve practitioners from relevant sectors of the economy in teaching		+		
83	8.	The educational organization must demonstrate motivation for the professional and personal development of the educational institution's teachers, including encouragement for the integration of research activities and education, and the use of innovative teaching methods.		+		
84	9.	An important factor is the readiness to develop academic mobility within the EP, attracting the best foreign and domestic teachers		+		
Total by standard			1	8	0	
Standard 8 "Educational Resources and Student Support Systems"						
85	1.	The educational institution must ensure that there is a sufficient number of educational resources and student support services to ensure that the educational institution achieves its goals.		+		
86	2.	The educational institution must demonstrate the sufficiency of material and technical resources and infrastructure, taking into account the needs of various groups of students in the educational institution (adults, working students, foreign students, as well as students with disabilities)		+		
87	3.	The management of the EP should demonstrate that there are procedures in place to support different groups of students, including information and consultation.		+		
		<i>The management of the OP must demonstrate the compliance of information resources with the specifics of the OP, including:</i>				
88	4.	technological support for students and faculty (e.g. online learning, modeling, databases, data analysis programs)		+		
89	5.	library resources, including a collection of educational, methodological and scientific literature on general education, basic and specialized disciplines on paper and electronic media, periodicals, access to scientific databases	+			
90	6.	examination of research results, final works, dissertations for plagiarism		+		
91	7.	access to educational Internet resources		+		
92	8.	Wi-Fi operation on the territory of the educational organization		+		
93	9.	The educational institution demonstrates planning for providing the educational institution with educational equipment and software similar to those used in the relevant sectors of the economy.		+		
Total by standard			1	8	0	
Standard 9 "Informing the Public"						
		<i>The educational organization must publish reliable, objective, up-to-date information about the educational program and its specifics, which must include:</i>				
94	1.	expected learning outcomes of the implemented educational program		+		
95	2.	qualification and/or qualifications that will be awarded upon completion of the educational program		+		
96	3.	approaches to teaching, learning, and the system (procedures, methods and forms) of assessment		+		
97	4.	information on passing grades and educational opportunities provided to students		+		
98	5.	information on employment opportunities for graduates		+		
99	6.	The OP management should provide for a variety of ways to disseminate information, including the media, information networks to inform the general public and interested parties.		+		

100	7.	Public awareness should include support and clarification of national development programs for the country and the system of higher and postgraduate education		+		
101	8.	The educational institution must demonstrate the reflection on the web resource of information that characterizes it as a whole and in terms of educational programs.		+		
102	9.	An important factor is the availability of adequate and objective information about the PPS OP		+R		
103	10.	An important factor is informing the public about cooperation and interaction with partners within the framework of the OP		+		
Total by standard			0	10	0	
TOTAL			2	91	10	



**Conclusion of the external expert commission on quality assessment
educational programs 8D02301 Philology
NJSC "Toraigyrov University"**

№ p/p	No. p/p	Evaluation criteria	Position of the educational organization			
			Strong	Satisfactory	Suggests improvement	Unsatisfactory
Standard 1 ""Educational Program Management"						
1	16.	An institution providing higher and/or postgraduate education must have a published quality assurance policy that reflects the relationship between research, teaching and learning		+		
2	17.	The organization of higher and/or postgraduate education must demonstrate the development of a quality assurance culture, including in the context of the educational program		+		
3	18.	Commitment to quality assurance should apply to all activities carried out by contractors and partners (outsourcing), including in the implementation of joint/dual degree education and academic mobility		+		
4	19.	The leadership of the educational institution demonstrates transparency in developing a development plan for the educational institution, containing the start dates for implementation, based on an analysis of its functioning, the actual positioning of the educational institution and the focus of its activities on meeting the needs of the state, employers, students and other stakeholders.			+	
5	20.	The management of the educational program demonstrates the existence of mechanisms for the formation and regular revision of the educational program development plan and monitoring of its implementation, assessment of the achievement of educational goals, compliance with the needs of students, employers and society, and decision-making aimed at continuous improvement of the educational program			+	
6	21.	The management of the educational institution must involve representatives of stakeholder groups, including employers, students and teaching staff, in the formation of the educational institution development plan.			+	
7	22.	The leadership of the EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national priorities and the development strategy of the organization of higher and (or) postgraduate education			+	
8	23.	The organization of higher and (or) postgraduate education must demonstrate a clear definition of those responsible for business processes within the framework of the EP, a clear distribution of job responsibilities of personnel, and delineation of the functions of collegial bodies		+		
9	24.	The management of the OP must provide evidence of the transparency of the educational program management system		+		
10	25.	The management of the OP must demonstrate the existence of an internal quality assurance system for the OP, including its design, management and monitoring, their improvement, and decision-making based on facts.		+		
11	26.	The management of the OP must implement risk management, including within the framework of the OP undergoing initial accreditation, and also demonstrate a system of measures aimed at reducing the degree of risk			+	
12	27.	The management of the educational program must ensure the participation of representatives of employers, teaching staff, students and other interested parties in the collegial bodies managing the educational program, as well as their representativeness in decision-making on issues of managing the educational program.		+		

13	28.	The OO must demonstrate innovation management within the OP, including the analysis and implementation of innovative proposals			+	
14	29.	The leadership of the educational institution must demonstrate evidence of its readiness to be open and accessible to students, faculty, employers and other interested parties.		+		
15	30.	The management of the OP must undergo training in educational management programs		+		
Total by standard			0	9	6	
Standard 2 "Information Management and Reporting"						
16	10.	The educational institution must demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software and that it uses a variety of methods for collecting and analyzing information in the context of the educational institution.		+		
17	11.	The management of the OP must demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system.		+		
18	12.	OP leadership must demonstrate fact-based decision making		+		
19	13.	The EP should provide for a system of regular reporting reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of departments and departments, and scientific research.		+		
20	14.	The PO must establish the frequency, forms and methods of assessing the management of the OP, the activities of collegial bodies and structural divisions, senior management, and the implementation of scientific projects.		+		
21	15.	The OO must demonstrate the definition of procedures and provision of information protection, including the identification of persons responsible for the accuracy and timeliness of information analysis and the provision of data		+		
22	16.	An important factor is the availability of mechanisms for involving students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them.		+		
23	17.	The management of the educational institution must demonstrate the existence of a mechanism for communication with students, employees and other stakeholders, as well as mechanisms for conflict resolution.		+		
24	18.	The educational institution must demonstrate the existence of mechanisms for measuring the degree of satisfaction of the needs of the teaching staff, personnel and students within the educational institution.		+		
25	10.	The OO must provide for the assessment of the effectiveness and efficiency of activities, including in the context of the OP			+	
		<i>The information to be collected and analyzed within the OP should take into account:</i>				
26	11.	Key performance indicators		+		
27	12.	dynamics of the student contingent in terms of forms and types		+		
28	13.	academic performance, student achievement and dropout		+		
29	14.	satisfaction of students with the implementation of the educational program and the quality of education at the university		+		
30	15.	availability of educational resources and support systems for learners		+		
31	16.	The educational institution must confirm the implementation of procedures for processing personal data of students, employees and teaching staff based on their documentary consent.		+		
Total by standard			0	15	1	
Standard 3 "Development and approval of the educational program"						
32	13.	The PO must define and document procedures for developing OPs and their approval at the institutional level.		+		
33	14.	The management of the EP must ensure that the content of the EP corresponds to the established objectives, including the expected learning outcomes.		+		
34	15.	The management of the OP must demonstrate the existence of mechanisms for revising the content and structure of the OP, taking into account changes in the labor market, employers' requirements and the social demands of society.		+		

35	16.	The management of the educational program must ensure the availability of developed models of the educational program graduate, describing the learning outcomes and personal qualities		+		
36	17.	The management of the OP must demonstrate that external assessments of the content of the OP and the planned results of its implementation have been carried out.		+		
37	18.	The qualification awarded upon completion of the EP must be clearly defined and correspond to a specific level of the NQF and QF-EHEA		+		
38	19.	The leadership of the EP should determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
39	20.	An important factor is the possibility of preparing students for professional certification (PC)		+		
40	21.	The management of the educational program must provide evidence of the participation of students, faculty and other stakeholders in the development of the educational program and ensuring its quality.		+		
41	22.	The management of the educational institution must ensure that the content of academic disciplines and planned results correspond to the level of education (bachelor's, master's, doctoral)		+		
42	23.	The structure of the educational program should provide for various types of activities that ensure that students achieve the planned learning outcomes.		+		
43	24.	An important factor is the compliance of the content of the EP and the learning outcomes of the EP implemented by higher and/or postgraduate education organizations in the EHEA		+		
Total by standard			0	12	0	
Standard 4 "Continuous monitoring and periodic evaluation of educational programs"						
44	11.	The educational institution must define mechanisms for monitoring and periodic evaluation of the educational program to ensure that the goal is achieved and the needs of students and society are met, and demonstrate the focus of the mechanisms on continuous improvement of the educational program.		+		
		<i>Monitoring and periodic evaluation of the OP should include:</i>				
45	12.	the content of the program in light of the latest scientific advances in a particular discipline to ensure the relevance of the discipline taught		+		
46	13.	changes in the needs of society and the professional environment		+		
47	14.	workload, academic performance and graduation of students		+		
48	15.	the effectiveness of student assessment procedures		+		
49	16.	expectations, needs and satisfaction of students with training in the OP		+		
50	17.	educational environment and support services, and their compliance with the objectives of the EP		+		
51	18.	The management of the OP must demonstrate a systematic approach to monitoring and periodically assessing the quality of the OP.		+		
52	19.	The PO and the OP management must determine a mechanism for informing all interested persons about any planned or undertaken actions in relation to the OP.		+		
53	20.	All changes made to the OP must be published.		+		
Total by standard			0	10	0	
Standard 5: Student-Centered Learning, Teaching, and Assessment						
54	11.	The leadership of the educational institution must ensure respect and attention to different groups of students and their needs, and provide them with flexible learning paths.		+		
55	12.	The management of the educational institution should provide for the use of various forms and methods of teaching and learning.		+		
56	13.	An important factor is the availability of own research in the field of teaching methods of academic disciplines of the EP		+		
57	14.	The leadership of the EP should demonstrate the existence of feedback mechanisms on the use of various teaching methods and assessment of learning outcomes		+		

58	15.	The leadership of the EP should demonstrate the existence of mechanisms to support learner autonomy while simultaneously providing guidance and assistance from the teacher.		+		
59	16.	The management of the educational institution must demonstrate the existence of a procedure for responding to student complaints.		+		
60	17.	The educational institution must ensure consistency, transparency and objectivity of the learning outcomes assessment mechanism for each educational institution, including appeals.		+		
61	18.	The educational institution must ensure that the assessment procedures for the learning outcomes of students in the educational program correspond to the planned results and objectives of the program, and that the assessment criteria and methods are published in advance.		+		
62	19.	The educational institution must define mechanisms to ensure that each graduate of the educational institution achieves the learning outcomes and ensure that they are fully formed.		+		
63	20.	Assessors must be proficient in modern methods of assessing learning outcomes and regularly improve their skills in this area.		+		
Total by standard			0	10	0	
Standard 6 "Students"						
64	13.	The educational institution must demonstrate the existence of a policy for the formation of a contingent of students in the context of the educational program, ensure the transparency and publication of its procedures regulating the life cycle of students (from admission to completion)		+		
		<i>The management of the educational institution must determine the procedure for forming the contingent of students based on:</i>				
65	14.	minimum requirements for applicants		+		
66	15.	maximum group size for seminars, practical, laboratory and studio classes		+		
67	16.	forecasting the number of government grants		+		
68	17.	analysis of available material, technical, information resources, human resources		+		
69	18.	analysis of potential social conditions for students, including the provision of places in a dormitory		+		
70	19.	The leadership of the OP must demonstrate readiness to conduct special adaptation and support programs for newly admitted and foreign students.		+		
71	20.	The educational institution must demonstrate that its actions comply with the Lisbon Recognition Convention, that it has a mechanism for recognizing the results of students' academic mobility, as well as the results of additional, formal and informal learning.		+		
72	21.	The BO should cooperate with other educational organisations and national centres of the "European Network of National Information Centres on Academic Recognition and Mobility/National Academic Recognition Information Centres" ENIC/NARIC in order to ensure comparable recognition of qualifications		+		
73	22.	The educational institution must provide opportunities for external and internal mobility of students of the educational program, as well as readiness to assist them in obtaining external grants for their studies.		+		
74	23.	The leadership of the educational institution must demonstrate its readiness to provide students with internship places, facilitate the employment of graduates, and maintain contact with them.		+		
75	24.	The educational institution must provide for the possibility of providing graduates of the educational institution with documents confirming the acquired qualifications, including the achieved learning outcomes, as well as the context, content and status of the education received and evidence of its completion.		+		
Total by standard			0	12	0	
Standard 7 "Teaching staff"						
76	10.	The PO must have an objective and transparent personnel policy, including in the context of the OP, including hiring, professional growth and development of personnel, ensuring the professional competence of the entire staff	+			

77	11.	The educational institution must demonstrate that the teaching staff potential corresponds to the specifics of the educational institution.	+			
78	12.	The management of the OP must demonstrate awareness of responsibility for its employees and provide them with favorable working conditions.		+		
79	13.	The leadership of the OP must demonstrate the changing role of the teacher in connection with the transition to student-centered learning		+		
80	14.	The OO must determine the contribution of the OP teaching staff to the implementation of the OO development strategy and other strategic documents		+		
81	15.	The OO should provide opportunities for career growth and professional development of the teaching staff of the OP		+		
82	16.	The leadership of the OP must demonstrate a willingness to involve practitioners from relevant sectors of the economy in teaching		+		
83	17.	The educational organization must demonstrate motivation for the professional and personal development of the educational institution's teachers, including encouragement for the integration of research activities and education, and the use of innovative teaching methods.		+		
84	18.	An important factor is the readiness to develop academic mobility within the EP, attracting the best foreign and domestic teachers		+		
Total by standard			2	7	0	
Standard 8 "Educational Resources and Student Support Systems"						
85	1.	The educational institution must ensure that there is a sufficient number of educational resources and student support services to ensure that the educational institution achieves its goals.		+		
86	2.	The educational institution must demonstrate the sufficiency of material and technical resources and infrastructure, taking into account the needs of various groups of students in the educational institution (adults, working students, foreign students, as well as students with disabilities)		+		
87	3.	The management of the EP should demonstrate that there are procedures in place to support different groups of students, including information and consultation.		+		
		<i>The management of the OP must demonstrate the compliance of information resources with the specifics of the OP, including:</i>				
88	4.	technological support for students and faculty (e.g. online learning, modeling, databases, data analysis programs)		+		
89	5.	library resources, including a collection of educational, methodological and scientific literature on general education, basic and specialized disciplines on paper and electronic media, periodicals, access to scientific databases	+			
90	6.	examination of research results, final works, dissertations for plagiarism		+		
91	7.	access to educational Internet resources		+		
92	8.	Wi-Fi operation on the territory of the educational organization		+		
93	9.	The educational institution demonstrates planning for providing the educational institution with educational equipment and software similar to those used in the relevant sectors of the economy.		+		
Total by standard			1	8	0	
Standard 9 "Informing the Public"						
		<i>The educational organization must publish reliable, objective, up-to-date information about the educational program and its specifics, which must include:</i>				
94	1.	expected learning outcomes of the implemented educational program		+		
95	2.	qualification and/or qualifications that will be awarded upon completion of the educational program		+		
96	3.	approaches to teaching, learning, and the system (procedures, methods and forms) of assessment		+		
97	4.	information on passing grades and educational opportunities provided to students		+		
98	5.	information on employment opportunities for graduates		+		
99	6.	The OP management should provide for a variety of ways to disseminate information, including the media, information networks to inform the general public and interested parties.		+		

100	7.	Public awareness should include support and clarification of national development programs for the country and the system of higher and postgraduate education		+		
101	8.	The educational institution must demonstrate the reflection on the web resource of information that characterizes it as a whole and in terms of educational programs.		+		
102	9.	An important factor is the availability of adequate and objective information about the PPS OP		+R		
103	10.	An important factor is informing the public about cooperation and interaction with partners within the framework of the OP		+		
Total by standard			0	10	0	
TOTAL			3	93	7	



Appendix 2. PROGRAM OF THE VISIT TO THE EDUCATIONAL ORGANIZATION



АККРЕДИТЕУ ЖӘНЕ РЕЙТИНГТІҢ
ТӘУЕЛСІЗ АГЕНТТІГІ

НЕЗАВИСИМОЕ АГЕНТСТВО
АККРЕДИТАЦИИ И РЕЙТИНГА

INDEPENDENT AGENCY FOR
ACCREDITATION AND RATING

AGREED

Acting Chairman of the Board - Rector
NJSC "Toraigyrov University"

Erzhanov N.T.

«__» ____ 2025

I APPROVE

General Director of the National Institution
"Independent Agency for Accreditation and Rating"

Zhumagulova A.B.

«__» ____ 2025

**PROGRAM
VISIT OF THE EXTERNAL EXPERT COMMISSION
INDEPENDENT ACCREDITATION AND RATING AGENCY (IAAR)
AT NJSC "TORAIGYROV UNIVERSITY"
(international program accreditation)**

Date of the visit: March 12-14, 2025

Cluster 1 (accreditation)	7M04154 Marketing (initial accreditation) 8D02301 Philology (initial accreditation)
Cluster 2 (accreditation)	7M04151 Economy 7M04152 Management

Date and time	Work of the VEC with target groups	Position and Surname, Name, Patronymic of participants target groups	Contact form
March 11, 2024			
15.00-16.00 (time to be confirmed)	Preliminary meeting of the VEC (discussion of key issues and the program of the visit)	IAAR External Experts	Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
On schedule during the day	Arrival of members of the External Expert Commission		
18.00	Dinner	IAAR External Experts	
Day 1-th: March 12, 2024			
09.00-09.30	Distribution of responsibilities of experts, solution of organizational issues	IAAR External Experts	Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
09.30-10.00	Meeting with the Chairman of the Board-Rector	Acting Chairman of the Board - Rector of the University - Erzhanov Nurlan Telmanovich	Auditorium A-209 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
10.00-10.15	Technical break		
10.15-11.00	Meeting with the Board Members-Vice Rectors	Acting Chairman of the Board - Rector of the University (Member of the Board for Research and International Cooperation - Vice-Rector) - Erzhanov Nurlan Telmanovich; Member of the Board for Youth Policy, Social and Economic Issues - Vice-Rector- Shahman Ertargyn Toyganuly.	Auditorium A-209 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
11.00-11.10	Technical break		
11.10-11.50	Meeting with heads of structural divisions of the NGO	Department Directors, Heads of Divisions, Heads of Services (Appendix 1)	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969

11.50-12.00	Exchange of opinions of members of the external expert commission	<i>IAAR External Experts</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
12.00-12.40	Meeting with the deans accredited educational institutions	<i>Dean of FGiSN – Aubakirova Saltanat Sovetovna Dean of the Faculty of Economics and Law – Kolesnikov Yuri Yuryevich</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
12.40-13.00	Work of the VEC	<i>IAAR External Experts</i>	
13.00-14.00	<i>Dinner</i>		
14.00-14.15	Work of the VEC		
14.15-15.00	Meeting with heads of departments and heads of educational programs	<i>Head of the Department of Economics – Titkov Aleksey Anatolyevich Head of the Department of Philology and Journalism - Zhusupov Nartai Kuandykovich</i>	Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
15.00-15.10	Technical break		Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
15.10-16.00	Meeting with the PPS OP	<i>Appendix 2</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
16.00-17.00	Questioning of teaching staff (in parallel)	<i>Appendix 2</i>	The link is sent to the teacher's e-mail personally
16.00-16.10	Exchange of opinions of members of the external expert commission	<i>IAAR External Experts</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
16.10-17.00	Meeting with students of the OP	<i>Appendix 3</i>	Audience A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969

17.00-18.00	Survey of students (in parallel)	Appendix 3	The link is sent to the student's personal e-mail
17.00-17.50	Visual inspection of the educational program and the material, technical and educational laboratory base only for objects of the accredited educational programs	Route Sheet Foyer of building A – library-coworking space – lecture block – faculty of humanities and social sciences – faculty of economics and law – canteen – gym – assembly hall. <i>Additionally:</i> Medical Clinic Kaz-Med A – Campus No. 1 – Campus No. 2 – Campus No. 3 - military department; - higher college; - Sports club "Sunkar"; - sports and health camp "Bayantau".	<i>On the route</i>
17.50-18.00	Work of the VEC discussion of the results of the first day	<i>IAAR External Experts</i>	Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
18.00-19.00	Dinner	<i>IAAR External Experts</i>	
Day 2: March 13, 2024			
09.00-09.30	Work of the VEC	<i>IAAR External Experts</i>	Audience No. Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
09.30-11.30	Selective visit to the practice bases of the OP	<i>IAAR External Experts as per the itinerary</i> Appendix 4	
11.30-13.00	Working with department documents (documents must be uploaded to the cloud by clusters in advance, if necessary, department heads will be invited to the online Zoom room) and attending faculty classes according to the schedule	Appendix 5	

13.00-14.00	Dinner		
14.00-14.20	Exchange of opinions of members of the external expert commission	<i>IAAR External Experts</i>	
14.20-15.10	Meeting with stakeholders (representatives of practice bases and employers) (hybrid)	<i>Appendix 6</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
15.10-15.30	Technical break		
15.30-16.10	Meeting with graduates of the OP (hybrid)	<i>Appendix 7</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
16.10-16.30	Technical break	<i>IAAR External Experts</i>	
16.30-19.00	Work of the VEC, discussion of the results of the second day and profile parameters (recording is in progress)	<i>IAAR External Experts</i>	
19.00-20.00	Dinner	<i>IAAR External Experts</i>	
Day 3: March 14, 2024			
09.00-11.30	Work of the VEC, development and discussion of recommendations	<i>IAAR External Experts</i>	Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
11.30-11.40	Technical break		
11.40-12.30	The work of the VEC is the development and discussion of recommendations (recording is in progress)	<i>IAAR External Experts</i>	Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969

12:30-13:00	Work of the VEC	<i>IAAR External Experts</i>	
13.00-14.00	Dinner		
14.00-16.00	Work of the VEC, discussion, decision-making by voting (recording is kept)		Audience A-239 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
16.00-16.30	Work of the VEK, Discussion of the results of the quality assessment	<i>IAAR External Experts</i>	
16.30–17.00	Final meeting of the VEC with the university management	<i>RSP, Deans, Head. departments</i>	Auditorium A-5 Join a Zoom conference https://us02web.zoom.us/j/4641732969 Conference ID: 464 173 2969
18.00-19.00	Dinner	<i>IAAR External Experts</i>	

Abbreviations*IAAR – Independent Accreditation and Rating Agency**EEC – External Expert Committee of IAAR**OO – educational organization**OP – educational program**PPS – professorial and teaching staff*

Appendix 3. RESULTS OF THE TEACHERS' SURVEY

PPS questionnaire NJSC "Toraigyrov University"

1. Total number of questionnaires: 18

2. Position, %

Professor	6 (33.3%)
Associate Professor/Associate Professor	9 (50%)
Senior Lecturer	3 (16.7%)
Teacher	0 (0%)
Head of Department	0 (0%)
Other	0 (0%)

3. Academic degree, academic title

Honored figure	0 (0%)
Doctor of Science	0 (0%)
Candidate of Sciences	11 (61.1%)
Master	2 (11.1%)
PhD	7 (38.9%)
Professor	1 (5.6%)
Associate Professor/Associate Professor	3 (16.7%)
No	0 (0%)
Other	0 (0%)

4. Length of service at this university

Less than 1 year	0 (0%)
1 year – 5 years	2 (11.1%)
Over 5 years	16 (88.9%)
Other	0 (0%)

N o.	Questions	Very good	Fine	Relatively bad	Badly	Very bad	Didn't answer
1	To what extent does the content of the educational program meet your scientific and professional interests and needs?	8 (44.4%)	10 (55.6%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
2	How do you rate the opportunities provided by the University for the professional development of the teaching staff?	6 (33.3%)	12 (66.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
3	How do you rate the opportunities provided by the University for career growth of the teaching staff?	5 (27.8%)	13 (72.2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
4	How do you rate the degree of academic freedom of the teaching staff?	5 (27.8%)	13 (72.2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	To what extent can teachers use their own						
5	• Learning Strategies	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
6	• Teaching methods	14 (77.8%)	4 (22.2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
7	• Educational Innovations	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
8	How do you rate the work on organizing medical care and disease prevention at the university?	8 (44.4%)	9 (50%)	1 (5.6%)	0 (0%)	0 (0%)	0 (0%)
9	What attention does the educational institution's management pay to the content of the educational program?	8 (44.4%)	10 (55.6%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

10	How do you rate the sufficiency and availability of necessary scientific and educational literature in the library?	11 (61.1%)	7 (38.9%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
11	Assess the level of conditions created that take into account the needs of different groups of students?	9 (50%)	9 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Rate about openness and accessibility of management						
12	• students	13 (72.2%)	5 (27.8%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
13	• for teachers	9 (50%)	9 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
14	Assess the involvement of the faculty in the process of making management and strategic decisions	5 (27.8%)	13 (72.2%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
15	How is innovative activity of teaching staff encouraged?	3 (16.7%)	14 (77.8%)	1 (5.6%)	0 (0%)	0 (0%)	0 (0%)
16	Assess the level of feedback from the teaching staff to the management	7 (38.9%)	11 (61.1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
17	What is the level of stimulation and involvement of young specialists in the educational process?	7 (38.9%)	11 (61.1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
18	Evaluate the opportunities created for professional and personal growth for every teacher and staff member	7 (38.9%)	11 (61.1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
19	Assess the adequacy of the recognition by the university management potential and abilities of teachers	6 (33.3%)	12 (66.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	How the work is organized						
20	• On academic mobility	8 (44.4%)	10 (55.6%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
21	• To improve the qualifications of teaching staff	6 (33.3%)	12 (66.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Rate the support of the university and its management						
22	• Research and development initiatives of the PPS	6 (33.3%)	12 (66.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
23	• Development of new educational programs/disciplines/teaching methods	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Assess the level of ability of the teaching staff to combine teaching						
24	• with scientific research	3 (16.7%)	13 (72.2%)	2 (11.1%)	0 (0%)	0 (0%)	0 (0%)
25	• with practical activities	1 (5.6%)	16 (88.9%)	1 (5.6%)	0 (0%)	0 (0%)	0 (0%)
26	Assess how well the knowledge students receive at the university corresponds to the realities of the requirements of the modern labor market	10 (55.6%)	7 (38.9%)	1 (5.6%)	0 (0%)	0 (0%)	0 (0%)
27	How do the university management and administration perceive criticism directed at them?	1 (5.6%)	16 (88.9%)	1 (5.6%)	0 (0%)	0 (0%)	0 (0%)
28	Please rate how well your academic workload matches your expectations and capabilities?	1 (5.6%)	13 (72.2%)	4 (22.2%)	0 (0%)	0 (0%)	0 (0%)
29	Assess the focus of educational programs/curriculums on developing students' skills and abilities to analyze situations and make forecasts?	9 (50%)	9 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
30	Assess to what extent the educational program in terms of content and quality of implementation meets the expectations of the labor market and employers	9 (50%)	9 (50%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Why do you work at this particular university?

There is an opportunity to develop your potential
all conditions for work have been created

This is where I spent my career growth period from student to dean (except for 4 years of postgraduate studies in Moscow)

I really like working at this University, the opportunity to grow up the career ladder, the University is developing innovatively, and there is a good team

The university of my hometown

Innovatively developed university

This is the best regional university.

Innovative and developed university of the region.

This is the best regional university.

Innovative and developed university of the region.

Because it is a leading regional university

Comfortable

A university where I can implement my professional skills and pass on my knowledge to students

Oku bitirgen wherever zholdamamen kelgem, sodan bastap turaktap qaldym

Working at a university is associated with stability and reliability, especially at a state university.

I am a graduate of the University; comfortable working conditions, opportunity for professional growth

Kazakhstan's ratings of the fire department of Kazakhstan.

High potential for international cooperation

32. How often are master classes held within your course? classes with the participation of practitioners?

very often	often	Sometimes	very rarely	never
1 (5.6%)	7 (38.9%)	9 (50%)	1 (5.6%)	0 (0%)

33. How often do invited participants participate in the learning process? from the side teachers (domestic and foreign)?

very often	often	Sometimes	very rarely	never
0 (0%)	9 (50%)	8 (44.4%)	1 (5.6%)	0 (0%)

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

Questions	Often	Sometimes	Never	No answer
Lack of classrooms	0 (0%)	2 (11.1%)	16 (88.9%)	0 (0%)
Unbalanced academic workload across semesters	0 (0%)	12 (66.7%)	6 (33.3%)	0 (0%)
Unavailability necessary literature in the library	0 (0%)	7 (38.9%)	11 (61.1%)	0 (0%)
Overcrowded study groups (too many students in a group)	0 (0%)	4 (22.2%)	14 (77.8%)	0 (0%)
Inconvenient schedule	1 (5.6%)	14 (77.8%)	3 (16.7%)	0 (0%)
Inadequate conditions for classroom study	0 (0%)	3 (16.7%)	15 (83.3%)	0 (0%)
No internet access/weak internet	1 (5.6%)	8 (44.4%)	9 (50%)	0 (0%)
Lack of interest in learning among students	0 (0%)	8 (44.4%)	10 (55.6%)	0 (0%)
Late receipt of information about events	0 (0%)	2 (11.1%)	16 (88.9%)	0 (0%)
Lack of technical means training in the classrooms	0 (0%)	11 (61.1%)	7 (38.9%)	0 (0%)
Other problems	No not always a high technical level of computer technology Everything is fine We would like a salary increase.			

35. There are many different sides and aspects to the life of a university that affect each teacher and employee in one way or another. Rate how satisfied you are with:

Questions	Completely satisfied (1)	Partially satisfied (2)	Not satisfied (3)	I find it difficult to answer (4)
The attitude of the university management towards you	10 (55.6%)	8 (44.4%)	0 (0%)	0 (0%)
Relationships with immediate management	18 (100%)	0 (0%)	0 (0%)	0 (0%)
Relationships with colleagues in the department	16 (88.9%)	2 (11.1%)	0 (0%)	0 (0%)
The degree of participation in management decision-making	7 (38.9%)	11 (61.1%)	0 (0%)	0 (0%)

Relations with students	18 (100%)	0 (0%)	0 (0%)	0 (0%)
Recognition of your successes and achievements by the administration	8 (44.4%)	10 (55.6%)	0 (0%)	0 (0%)
Support for your suggestions and comments	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)
Activities of the university administration	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)
Terms of remuneration	5 (27.8%)	12 (66.7%)	1 (5.6%)	0 (0%)
Working conditions, list and quality of services provided at the university	12 (66.7%)	6 (33.3%)	0 (0%)	0 (0%)
Occupational health and safety	14 (77.8%)	4 (22.2%)	0 (0%)	0 (0%)
Managing changes in the activities of the university	11 (61.1%)	5 (27.8%)	0 (0%)	2 (11.1%)
Provisionsocial package: recreation, spa treatment, etc.	8 (44.4%)	8 (44.4%)	1 (5.6%)	1 (5.6%)
Organization and quality of food at the university	12 (66.7%)	5 (27.8%)	0 (0%)	1 (5.6%)
Organization and quality of medical care	13 (72.2%)	3 (16.7%)	1 (5.6%)	1 (5.6%)



Appendix 4. RESULTS OF THE STUDENT SURVEY*Students' questionnaire
NJSC "Toraigrov University"***Total number of questionnaires: 6****Educational program (specialty):**

Marketing	0
Management	2 (33.3%)
Economy	3 (50%)
Philology	1 (16.7%)

Floor:

Male	5(83.3%)
Female	1(16.7%)

Rate how satisfied you are:

Questions	Completely satisfied	Partially satisfied	Partially unsatisfied	Not satisfied	I'm having trouble answer
1. Relations with the dean's office(school, faculty, department)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
2. Level of accessibility of the dean's office(schools, faculties, departments)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
3. The level of accessibility and responsiveness of management(university, school, faculty, department)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
4. Availability of academic advising	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
5. Support with educational materials during the learning process	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
6. Availability of consultations on personal problems	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
7. Relationships between student and teacher	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
8. Activities of financial and administrative services of the educational institution	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
9. Availability of health services	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
10. Quality medical care at the university	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
11. The level of availability of library resources	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
12. The quality of services provided in libraries and reading rooms	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
13. Existing educational resources of the university	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
14. Availability of computer classes	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
15. Availability and quality of Internet resources	5 (83.3%)	1 (16.7%)	0 (0%)	0 (0%)	0 (0%)

16. The content and informational content of the website of educational organizations in general and faculties (schools) in particular	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
17. Classrooms, auditoriums for large groups	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
18. Student lounges (if any)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
19. Clarity of procedures for taking disciplinary action	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
20. The quality of the educational program as a whole	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
21. The quality of the educational programs in the OP	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
22. Teaching methods in general	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
23. Quick response to feedback from teachers on issues related to the educational process	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
24. The quality of teaching in general	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
25. Academic workload/demands for the student	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
26. Requirements of the teaching staff for students	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
27. Information support and explanation of admission rules and strategy of the educational program (specialty) before entering the university	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
28. Informing the requirements for successful completion of a given educational program (specialty)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
29. The quality of examination materials (tests and examination questions, etc.)	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
30. Objectivity in assessing knowledge, skills and other academic achievements	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
31. Available computer classes	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
32. Available scientific laboratories	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
33. Objectivity and fairness of teachers	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
34. Informing students about courses, educational programs and the academic degree they receive	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
35. Providing students with dormitory accommodation	5 (83.3%)	0 (0%)	0 (0%)	0 (0%)	1 (16.7%)

Rate how much you agree:

Statement	Full agreement	Agree	I partially agree	I disagree	Complete disagreement	Didn't answer
36. The course program was clearly presented.	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
37. The course content is well structured.	5 (83.3%)	1 (16.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
38. Key terms are explained well enough	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
39. The material offered by the teacher is relevant and reflects the latest achievements of science and practice	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
40. The teacher uses effective teaching methods	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
41. The teacher is proficient in the material being taught	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
42. The teacher's presentation is clear	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

43. The teacher presents the material in an interesting way.	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
44. Objectivity in assessing knowledge, skills and other academic achievements	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
45. Timeliness of assessment of students' academic achievements	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
46. The teacher satisfies your needs/requirements and expectations of professional and personal development	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
47. The teacher stimulates students' activity	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
48. The teacher stimulates students' creative thinking	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
49. The teacher's appearance and manners are adequate	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
50. The teacher shows a positive attitude towards students	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
51. The system of assessment of academic achievements (seminars, tests, questionnaires, etc.) reflects the content of the course	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
52. The assessment criteria used by the teacher are clear and accessible.	5 (83.3%)	1 (16.7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
53. The teacher objectively evaluates the students' achievements	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
54. The teacher speaks professional language	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
55. The organization of education provides sufficient opportunities for sports and other leisure activities	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
56. Facilities and equipment for students are safe, comfortable and modern.	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
57. The library is well equipped and has sufficient scientific, educational and methodological literature	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
58. Equal opportunities for mastering the educational program and personal development are provided to all students.	6 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Other issues regarding the quality of teaching:

Everything is fine

Toraygyrov University of Belarus