



NJSC SHAKARIM UNIVERSITY OF SEMEY

DEVELOPMENT PLAN EDUCATIONAL PROGRAM

7M04115 - Economics and management

Semey

NJSC SHAKARIM UNIVERSITY OF SEMEY

APPROVED

Board Member, Vice-Rector for Academic Affairs

I. Oralkanova



2023

DEVELOPMENT PLAN EDUCATIONAL PROGRAM

7M04115 - Economics and Management

(code and name EP)

for 2023-2025

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1. Passport of the educational program development plan 7M04115 - Economics and Management
(name of the OP)

1	Basis for development	Shakarim University Strategic Plan 2021-2025 Faculty Work Plan
2	Implementation Timeline	2023-2025
3	Expected Results of Implementation	To train highly qualified specialists who will be able to develop and implement the company's strategy, promote it in a competitive environment, make financial and business decisions, carry out economic and financial work, analysis and planning of production and economic activities of enterprises and organizations of all forms of ownership of the Republic of Kazakhstan.

2. Analytical justification of the EP

2.1 Information about the educational program

The educational programme is developed in accordance with the National Qualifications Framework and Professional Standards, in accordance with *the* Dublin Descriptors and the European Qualifications Framework. A typical period of mastering a master's degree program is 2 years. EP "7M04115 - Economics and Management" was developed by the Academic Committee. Considered at a meeting of the Commission for Quality Assurance of the Faculty of Humanities and Economics (Protocol No. 4a dated 04/05/2023). Approved at a meeting of the Academic Council of the University (Protocol No.5 dated 04/25/2023).

The main criterion for the completion of the educational process for the training of masters is the mastering by the student of at least 88 credits of theoretical training, including: pedagogical practice - 6 credits, research practice - 13 credits, as well as research work - 24 credits, 8 credits for the design and defense of a master's thesis, with the award of the degree of Master of Economic Sciences under the educational program "7M04115 - Economics and Management".

The educational program 7M04115 Economics and Management, implemented at the Faculty of Humanities and Economics, at the Department of Economics and Finance, was developed taking into account the needs of the regional labor market and the opinion of employers. The application of knowledge and skills obtained as a result of mastering the educational program of the master's program 7M04115 Economics and Management will allow you to the graduate will apply for a wide range of positions and will provide career growth, both in public authorities and in organizations, enterprises, institutions of various organizational and legal forms.

The uniqueness of 7M04115 – "Economics and Management" lies in the training of masters in the direction of economics and management at the junction of two related specialties, with a wider range of tasks: analytical work, planning and forecasting, organization and management of business processes.

The relevance of EP 7M04115 Economics and Management of the Master's program is due to the demand for economists-managers for enterprises and organizations of various forms of ownership and management. Educational program 7M04115 - Economics and Management involves educational, methodological, research and pedagogical training and in-depth study of economic disciplines.

2.2 Student Information

Basis of training	Academic Year	2023-2024 Academic Year	2024-2025 Academic Year
Grant		1	2
Contract		5	6
Altogether		6	8

In the 2023-2024 academic year, 6 undergraduates are studying under EP 7M04115 - Economics and Management, of which 1 is on a general education grant, 5 are under a contract.

2.3 Internal and external conditions for the development of EP

For the implementation of the educational program 7M04115 - Economics and Management, the faculty and, accordingly, the Department of Economics and Finance have all the appropriate conditions: regulatory and material and technical base, methodological support, qualified personnel; organization and conduct of the educational process.

The working curriculum is developed taking into account the proportions between the compulsory and elective components. The enumeration of all compulsory disciplines, all types of practices and other types of educational work, indicating their labor intensity in credits, is approved before the beginning of the academic year (working curriculum /zhumys oku jospary). The procedure for the development and approval of curricula, elective disciplines and their catalogues shall be regulated by "Rules for the organization of the educational process on credit technology of education (Order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152, registered with the Ministry of Justice of the Republic of Kazakhstan on May 27, 2011 No. 6976).

In order to take into account the interests of employers in the development of educational programs, practitioners, managers, and practitioners take an active part in the formation of catalogs of elective disciplines.

Material and technical base: modern equipped classrooms, library, computer classes, projectors, Internet resources. At the Department of Economics and Finance, the research base is constantly and systematically updated, improved and expanded. Master's students have great opportunities to independently carry out educational and methodological work. Attaching great importance to the practical training of undergraduates, the department carries out sufficient work on the organization and conduct of scientific or professional internships and research practices, on the selection

of practice bases, its methodological support, management and контролю. Undergraduates' internship at the university is a priority and important direction in the educational process. The practice bases are selected by the undergraduate, either independently, or provided by the university. One of the permanent bases of practice in the Economics and Management programme at the Department of Economics and Finance is «Tamasha Sauda» LLP, «Kondiz» LLP, State Institution "Department of Land Relations of the City of Semey, Abay Region", Republican State Institution "Department of the Agency of the Republic of Kazakhstan for Civil Service Affairs in the Abay Region".

The quality of the basic facilities for the implementation of the practice meets the requirements, contracts have been concluded with enterprises of the city and the region.

The organization and educational and methodological management of the practice of undergraduates on the part of the university is carried out by the department, from among the teaching staff, who are appointed by the head of the practice. Places of internship correspond to the profile of the specialty, all types of practice are provided with educational and methodological materials, the internship is drawn up in the form of reports, which are registered and drawn up in accordance with the requirements of the university.

On the portal ais.semgu.kz in the electronic journal there are educational and methodological materials on all disciplines taught in Kazakh and Russian languages, a fund of cases, business games, video lectures and software. The university has its own page on the official website of the university shakarim.edu.kz.

Particular attention is paid to improving the qualifications of teachers by taking advanced training courses and scientific internships in domestic and foreign universities, in organizations of various forms of ownership, as well as by inviting leading specialists in the field, scientists from higher educational institutions of the near abroad.

According to the agreement between the universities, students of the EP are trained on academic mobility. Academic mobility is important both for personal development - the acquisition of learning (work) experience in other academic and social conditions, and for the renewal of the educational process at the university. This contributes to the competitiveness of not only higher education institutions, but also future specialists as participants in the single labor market. Despite the existing problems, it is necessary to further develop the process of academic mobility, which is undoubtedly the reason for modernization and improvement of the quality of educational programs and teaching technologies. The potential of students' mobility has not been exhausted to a large extent, and the department sets goals for the development of this area for students.

Under the program of external academic mobility, the department cooperates with the Bashkir State Pedagogical University named after M. Akmulla (Russia), the University of Economy in Bydgoszcz (Poland), with Kyungdong University ([South Korea](#)) and others. In 2023, a memorandum of cooperation was signed with the School of Management of the Leonardo da Vinci University (Paris, France), <https://www.instagram.com/reel/CloCLHNqgwp/?igshid=MTc4MmMIYmI2Ng> with the International University of Innovative Technologies (Bishkek, Kyrgyz Republic). Representatives of foreign universities propose to jointly implement educational programs for undergraduates and teachers, organize academic exchanges, summer and winter schools. There are ideas for scientific and innovative projects.

In order to improve the quality of training, employers and stakeholders are invited to implement EP 7M04115 – Economics and Management. In particular, practitioners and employers took an active part in the development of the EP: Director of «AKA DEVELOPMENT» LLP, PhD Serikov R.S., «KH Novaya Zarya» LLP, economist Kaldybaev M.M., General Director of «Cement Plant Semey» LLP Kusegenov Ch.U.

2.4 Information on teaching staff implementing the educational program

The implementation of the educational program is provided by scientific and pedagogical personnel who, as a rule, have a basic education corresponding to the profile of the specialty, and are systematically engaged in scientific and (or) scientific and methodological activities. The training of undergraduates is conducted by experienced teachers, professors, candidates of sciences with many years of teaching experience at the university. At the Department of Economics and Finance, the total number of full-time teachers is 18 people, including 9 candidates of Sciences, 3 PhDs, 2 senior teachers, and 5 teachers. The percentage of settling down is 66.7 %.

The staff of the Department of Economics and Finance is staffed in accordance with the legislation of the Republic of Kazakhstan, "Rules for competitive replacement of positions of scientific and pedagogical personnel of higher educational institutions".

№	Indicators	Unit of Change	2023-2024 academic year	2024-2025 academic year
1	Share of faculty with a PhD in EP	%	100	100
2	Including the share of teaching staff with an academic degree in the OOD cycle	%	90	90

The qualification of the teachers of the department, their quantitative and qualitative composition correspond to the areas of training of students, meet the licensing requirements and testify to the staffing of the educational activities of the university. When hiring a teaching staff, a prerequisite is that the applicant for a vacant position has higher professional education, an academic master's degree, an academic degree of candidate or doctor of sciences, a PhD degree, the correspondence of education to the profile of the university's specialties, etc

The university's website contains information about the teachers of the educational program:

- list of teachers,
- a list of disciplines he/she taught,
- A short list of achievements.

This information contains personal data, information about the disciplines taught, the teacher's scientific interests, advanced training, and contact details.

Teaching staff who implement EPs annually improve their qualifications, participate in seminars, master classes, trainings, etc. The teaching staff publishes scientific articles in journals recommended by KOSNVO and in the Scopus database.

2.5 Characteristics of the achievements of the EP

The results of mastering the educational program are determined by the competencies acquired by graduates, their ability to apply knowledge, skills, and abilities in accordance with the tasks of professional activity. Taken together, the learning outcomes and competencies formed in the learning process represent a model of a graduate.

The model of a graduate is the expected result of what a specialist should be suitable for, what functions he or she should be prepared to perform, and what qualities he or she possesses. The construction of the graduate model for the program "7M04115 - Economics and Management" is based on the use of the main criteria of the basic Model of a graduate of the Shakarim University in Semey.

Graduate Competencies

Competencies are acquired by students on the basis of learning outcomes and practical experience. As a result of mastering the educational program, the graduate should have the following competencies:

ON1 Apply fundamental scientific, pedagogical, managerial, communicative knowledge and skills in professional activities ON2 Investigate problems and carry out scientific research projects in the field of economics and management, develop scientifically based conclusions that take into account social, scientific and ethical considerations.

ON3 Be able to analyze and evaluate strategic investment and innovation programs for the development of the state in order to identify the main problems of their implementation at the level of the state and enterprises.

ON4 Develop strategies for the development and management of enterprises of all forms of ownership and their individual divisions

ON5 Apply knowledge of economic theory to issues of a social nature, in particular: economic growth and progress; public policy and global governance; innovative research; Problems of Pricing Regulation

ON6 Evaluate and interpret information to analyze the micro and macroeconomic development of economic entities.

ON7 Analyze financial, accounting and other information contained in the reports of enterprises, organizations, departments of various forms of ownership, in order to make competent and effective management decisions based on modern business methods.

ON8 Prepare and carry out planning and project calculations, development of special documentation in relation to the organization of a new enterprise; technical re-equipment, reconstruction and expansion of the existing enterprise; introduction of new types of products.

ON9 Develop and evaluate the company's corporate and functional strategy in a risk-based manner based on knowledge of key management concepts and critical analysis skills.

ON10 Develop anti-crisis solutions for effective management of the region's economy, using the methods and mechanisms of the cluster approach in the management of territories

ON11 Integrate knowledge in the field of state and local governance to develop solutions to achieve the strategic goals of the object of management and make effective management decisions at the macro and meso levels.

ON12 Make and implement organizational management decisions in the field of state and local governance, taking into account corruption risks and social and ethical responsibility for the decisions made.

3. Main objectives of the EP development plan

The goals and objectives of educational programs are formulated taking into account the requirements and requests of potential consumers, and based on the assessment of the demand for the educational program, which are determined by the interests of potential employers, applicants, the potential of the university, the requirements of the state and society as a whole.

The purpose of EP 7M04115 – "Economics and Management" is to train highly qualified specialists who will be able to develop and implement the company's strategy, promote it in a competitive environment, make financial and business decisions, carry out economic and financial work, analysis and planning of production and economic activities of enterprises and organizations of all forms of ownership of the Republic of Kazakhstan.

The main objectives of the educational program 7M04115 – "Economics and Management" are as follows:

- Improvement and improvement of conditions for obtaining full-fledged, high-quality professional education;
- Updating the content of educational programs that form the main professional competencies of future specialists;
- Increasing the innovativeness of scientific developments and increasing the number of R&D results implemented in production.

4. OP Risk Analysis

№	Name of risks	Remediation Activities
1	Decrease in the number of students in the EP	Wide coverage and uniqueness of the speciality, as well as active work in social networks, changing the content of the RUE in accordance with the needs of undergraduates and the market
2	Insufficient level of language proficiency for the introduction of multilingualism	Mastering the teaching staff of the English language through participation in language courses conducted by Shakarim University and improving English language skills through platforms on the YouTube channel and other information sites
3	Declining employment rates	Annual renewal of the content of the RUP in accordance with the requirements of employers and the market
4	Insufficient development of external and internal academic mobility of undergraduates and teaching staff	Work with partner universities on invitation and exchange of undergraduates and teaching staff within the framework of academic mobility and internships, organization of scientific events, etc.
5	Risk of a decrease in the degree of PPP for EP	There is no such risk in this educational program.
6	Low number of publications in cited journals.	Increasing interest in publication activity through the introduction of a system of financial incentives through KPIs.
7	Low percentage of participation in grant funding of scientific projects.	Increasing interest in participating in projects and startups through the introduction of a system of financial incentives through KPIs.

5. Action plan for the development of the EP

№	Criteria	Expected Results	Units. ism.	2023- 2024	2024- 2025
Direction 1. Educational and methodological support					
1.1	Updating the educational program based on professional standards, taking into account the recommendations of employers	Examination of the Educational Program 7M04115 — «Economics and Management» in order to increase the practical orientation and develop professional competencies of graduates	fact		+
1.2	Monitoring and updating the catalogs of elective disciplines in accordance with the development of key and professional competencies, the needs of the labor market.	Improving the quality of the content of educational programs through the inclusion of elective courses aimed at developing key and professional competencies of graduates in accordance with the needs of the labor market.	fact		+
1.3	Introduction of modern teaching technologies into the educational process that contribute to the development of cognitive activity and communicative ability of students	Improving the quality of teaching academic disciplines, taking into account the novelty and variety of forms of work that contribute to the development of cognitive activity.	fact		+
1.4	Involvement of social partners and employers in the development and expertise of the implementation of educational programs	Improving the quality of educational programs being implemented, taking into account market demands and employers' recommendations	units	KH Novaya Zarya LLP, economist Kaldybaev M.M.	-
1.5	Development and implementation of elective courses in English	Introduction of disciplines in English into the educational process	units	-	-

1.6	Conducting seminars and round tables on the application of innovative technologies in the educational process	Introduction of innovative technologies into the educational process	units	-	Implementation of a training course using Project Management software
1.7	Improvement of educational and methodological support in the disciplines of the educational programs being implemented	Improvement of educational and methodological support in the disciplines of the educational programs being implemented	units	1	
1.8	Conclusion of agreements with foreign and domestic partner universities in order to develop academic exchange of students of all levels and teaching staff	Creation of a base of foreign and domestic partner universities for the development of academic exchange of students of all levels and teaching staff	units	1	
1.9	Invitation of students from partner universities to study for a semester, short-term internships, practice, etc.	Development of international recognition of educational programs, implementation of academic mobility programs for students	people		-
1.10	Participation of teaching staff and students in international academic exchange programs	Development of international cooperation with foreign universities implementing educational programs in the field of Audit and Taxation	people		-
1.11	Development of outgoing academic mobility of teaching staff and students in the field of _7M04115 – «Economics and Management»	Improvement of the educational program based on the use of experience in the implementation of similar programs in leading universities	people	1	1
Direction 2. Teaching staff					

2.1	Professional development and training of scientific and pedagogical personnel for the implementation of educational programs once every 5 years	Доля ППС, прошедших повышение квалификации на республиканском и международном уровне не менее 20%	people	2	2
2.2	Undergoing advanced training, retraining, internships for teaching staff at the international level	Completion of at least 2 teachers of the program of advanced training, retraining, internship of teaching staff at the international level	people	1	-
2.3	Promotion of publications of teaching staff works in international journals indexed by Web of Science and Scopus databases	Increase in the share of faculty who have published the results of scientific research in journals indexed by the Web of Science and Scopus databases – at least 30% of the total number of teaching staff	%	1	1
Direction 3. Internationalization of educational programs					
3.1	Conclusion of agreements on international cooperation with foreign universities	Implementation of joint projects, preparation of scientific publications with foreign partners, creation of bases for scientific internships of students	units	1	-
3.2	Attracting foreign students to study under the educational program 7M04115 – "Economics and Management"	Increase in the number of international students	people	-	-
3.3	Organization of joint scientific and practical events with international partners	Improving the efficiency of scientific and scientific-methodological activities of teaching staff, exchange of experience with foreign partners	units	1	


3.4	Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations	Improving the content component of educational programs based on the introduction of the experience of foreign specialists in the implementation of educational programs	units	1	1
3.5	Expansion of cooperation with leading foreign scientific and educational organizations in order to attract the most qualified foreign specialists to the implementation of educational programs	Formation of key and professional competencies in accordance with the practice of leading universities	people	1	
Direction 4. Material and technical support and digitalization					
4.1	Step-by-step equipping of classrooms with technical teaching aids (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen)	Equipping the classrooms assigned to the department with technical teaching aids (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen)	units	+	
4.2	Automation of the educational process (testing, session management, movement of the contingent of students, dean's office, department, teaching staff, schedule, library, syllabuses)	Information management based on the automation of the educational process (testing, session management, movement of the contingent of students, dean's office, department, teaching staff load, schedule, library, syllabuses)	fact	All processes on the sites ais.semgu.kz. ok.semgu.kz	All processes on the sites ais.semgu.kz. ok.semgu.kz

4.3	Replenishment of the full-text database of the results of scientific research of teaching staff and students, teaching staff (articles, monographs, etc.)	Increase in the number of results of scientific works of scientists, research of teaching staff and students, teaching staff (articles, monographs, etc.)	units	2	2
4.4	Expansion of the fund of scientific and educational literature, including on electronic media for ongoing educational programs	Ensuring the implementation of educational programs based on modern educational and information resources, including those on electronic media	%	20	10
4.5	Monitoring of the content and improvement of the faculty's website	Post detailed information about the internal content of the OP and publish all changes related to the OP to interested parties in the public domain.	%	100	100
4.6	Informing the public	Constantly work on the positioning of their OPs in social networks by covering ongoing events, changes made to the OP, announcements of upcoming events.	%	100	100

Indicators of the effectiveness of the implementation of strategic directions and objectives

№	Index	Ed. isms	2023	2024
Strategic Direction 1 "Ensuring Quality Training of Competitive Personnel"				
1	Share of students enrolled in Master's programs, total	%	7,41	7,45
2	Share of teaching staff teaching in English out of the total number of teaching staff	%	11,00	11,20
3	Share of foreign scientists with a high h-index of the total Number of attracted	%	66,67	83,33


4.	Share of teaching staff who have completed advanced training and foreign internships	%	50,00	51,00
Strategic Direction 2 "Development of Science and Innovation"				
6	Increase in publications in rating journals from the total number of publications over the past three years in 2023,2024	%	11,25	11,26
7	Share of startup projects implemented by university students	%	15	15
8	Share of teaching staff participating in educational and research projects of the total number of teaching staff	%	20	20
Strategic Direction 3 "Internationalization of the University through the Expansion of International Cooperation"				
9	Share of teaching staff with international certificates confirming foreign language proficiency in line with the Common European Framework of Reference (standards) of foreign language proficiency	%	3,97	3,98
Strategic Direction 4 "Development of Educational and Social Work of Students"				
10.	Reaching out to young people in interaction with universities, public and youth organizations in order to increase social activity within the framework of creative and cultural exchange	%	15,00	20,00
Strategic Direction 5 "Infrastructure Development and Digitalization of the University"				
11	Share of auditoriums equipped with multimedia equipment	%	15	25
12	Increase in the number of electronic resources introduced into the educational process	%	20	20

Manager of EP 7M04115 "Economics and Management"  Samieva G.

Head of the Department  Zeinullina A.

CONSIDERED

At the meeting of the Quality Assurance Commission
GEF
Minutes of meetings of the №6_06 june 2023

Chairman  Abisheva Sh.

AGREED

Dean of the Faculty  Tlemisov U.

06 june 2023

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