



NJSC SHAKARIM UNIVERSITY OF SEMEY

DEVELOPMENT PLAN EDUCATIONAL PROGRAM

6B02305 - Philology (kazakh) -Journalism

Semey

NAO "SHAKARIM UNIVERSITY OF SEMEY"

APPROVED

Member boards – Vice-Rector for Academic
questions of _____ I. Oralkanova
"20". 06. 2023



EDUCATIONAL PROGRAM DEVELOPMENT PLAN
6B02305 – Philology (Kazakh) – journalism
on 2023 – 2027 years

Semey 2023

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1. Passport of the Bachelor's/Master's Degree Development Plan 6B02305 – Philology (Kazakh) – journalism

1	The basis for the development	Strategic Plan of Shakarim University for 2023-2027 Faculty work plan
2	Terms of implementation	2023-2026
3	Expected results of implementation	<p>1. to form a contingent of applicants for EP 6B02305 – Philology (Kazakh) - journalism, career guidance work is carried out systematically, and the number of applicants to the educational program increases annually.</p> <p>2. in 2023-2027, the material and technical base will be equipped for students to receive a high-quality education in accordance with the requirements of the time and the requirements of the market.</p> <p>3. In order to increase the effectiveness of the scientific potential of the teaching staff of the EP, a special plan is drawn up and implemented.</p> <p>4. Exchange of lectures on basic disciplines and professional disciplines and exchange of experience is organized through the exchange of scientists from universities of Kazakhstan and faculties.</p> <p>5. the program of external, internal academic mobility of students is being implemented.</p>

2. Analytical justification of the EP

2.1 Information about the educational program

The educational program has been developed in accordance with the National Qualifications Framework and Professional Standards, according to the Dublin Descriptors and the European Qualifications Framework. The typical period of mastering the bachelor's degree program is 4 years.

EP "6B02305 – Philology (Kazakh) - journalism" was developed by the Academic Committee

Reviewed at the meeting of the Quality Assurance Commission of the Faculty of Philology (Protocol No. 6 of 16.06.2023)

Approved at the meeting of the Academic Council of the University (Protocol No. 6 of 20.06. 2023)

The main criterion for the completion of the educational process is the development of at least 240 credits, with the award of a Bachelor of Linguistics degree in the educational program "6B02305 – Philology (Kazakh) - journalism"

2.2 Information about students

Academic year The basis of training grant	2023-2024 academic year	2024-2025 academic year	2025-2026 academic year	2026-2027 academic year
grant	-	3	4	5
contract	14	17	20	25
Total	14	20	24	30

2.3 Internal and external conditions for the development of OP

Bases of practice in the educational program "6B02305 – Philology (Kazakh) - journalism "

1. The agency belongs to JSC "Khabar" Astana
2. LLP TV Company "Bayuak TVK-6" Family
3. Branch of JSC "RTRK Kazakhstan" in Semey
4. NGO "Semipalatinsk City Association of Young Journalists" Family
5. Information and entertainment portal "Gorod-F"
6. RTRK "Kazakhstan" JSC "Kazakh radio"
7. LLP "Shygys akparat"
8. "Abai Aimak media"
9. Semey zori-Vesti semey LLPPI

the employment rate of graduates of the EP 2022-2025. It is 70%.

Students annually carry out work on "youth practice" on the bases of practice approved at the department. In the branch of JSC "RTRK Kazakhstan" in Semey, it is planned to open a branch of departments. In order to improve dual training and cooperation, the department has established a branch of JSC "RTRK Kazakhstan" in Semey. Students of 2-3 courses take practical classes in the discipline "technology of media preparation", "modern media technologies".

Cooperation has been established with domestic and foreign educational institutions, which correspond to educational programs. The foreigner signed a contract with the Turkish University of Pamukkale. It provides an opportunity for students and teachers to exchange knowledge and experience. It was planned to invite leading scientists from near and far abroad to expand international cooperation, give lectures and organize scientific meetings.

Improving the quality of the educational process by teachers using innovative educational technologies that contribute to the formation of a specialist;

- Group training, critical thinking technology, etc. rational application;

- 1) concentrated student learning based on a reflexive approach on the part of the student;
- 2) competence-based learning;
- 3) research, polemics and educational discussions in various formats;
- 4) case study (case analysis);
- 5) Project method (processing and transformation of own experience and competencies)
- 6) Interactive practical lesson (problem topic, discussion platform, "Press conference", "discussion of questions and answers");
- 7) interactive round table, seminar, shooting;
- 8) communicative and activity-based way of mastering languages;
- 9) conversion analysis of speech communication;
- 10) interactive lecture (problem lecture, discussion lecture, lecture-conference, lecture-meeting, lecture "Press conference", "discussion of questions and answers").

2.4 Information about teaching staff implementing the educational program

The ratio of the number of teaching staff of basic and profile disciplines in the educational program is 70% the cycle of teaching staff in the educational program and the total number of teachers is 10%

6B02305 - the staff of teachers who ensure the implementation of educational programs "Philology (Kazakh) journalism" consists of highly qualified, scientific, pedagogical and experienced specialists. Teaching staff the level of qualification corresponds to the positions held and the level of scientific training required in this field. The staff of the teaching staff is stable.

№	Indicators	Unit and sm.	2023-2024 academic year	2024-2025 academic year	2025-2026 academic year	2026-2027 academic year
1	The share of teaching staff with a degree in OP	%	81%	83%	85%	85%
2	Including the share of teaching staff with a degree in the OOD cycle	%	100%	100%	100%	100%

2.5 Characteristics of the achievements of the EP

Placement of career guidance materials about the participants in the implementation of the EP, partners, graduate jobs is carried out through the SemGU AIS website. Information about the EP is regularly updated via Internet resources. Facebook Instagram, Facebook, etc. also publish information about professions on social networks.

Cooperation has been established with domestic and foreign educational institutions, which correspond to educational programs. The foreigner signed a contract with the Turkish University of Pamukkale. It provides an opportunity for students and teachers to exchange knowledge and experience. At the Turkish University of Pamukkale, students studied annually under the academic mobility program on a contract basis. In the 2nd semester of the 2020-2021 academic year, senior lecturer of the department under the academic mobility program, Ph.D. Kenesbaeva Shynar gave 40 hours of lectures on the discipline "Alash Studies" to students of Pamukkale University in Denizli, Turkey, in the 1st semester of the 2022-2023 academic year in an online format on internal academic mobility, senior lecturer of the Department Ph.D. Zhumagulova Aliya gave 60 hours of lectures on the discipline "Culture and ethics of speech of a journalist" to students of Zhetysu University named after I. Zhansugurova.

3. The main objectives of the EP development plan

Training of philologists - journalists who possess special professional competencies in the field of philology and journalism, who are able to carry out activities in the research, socio-communicative and media spheres.

4. Analysis risks EP

№	Name of risks	Measures to eliminate
1	Reduction of the contingent of students in the EP	Strengthening of modern methods and techniques in conducting career guidance work (preparing students for the Shakarim Keruen project) participation in the "Open Day" event; conducting subject Olympiads "Shakarim Grant")
2	Insufficient level of language knowledge for the introduction	In order to eliminate the insufficient level of knowledge of the language of

	of trilingual education	teaching staff and students: - Increasing the activity of participation in language acquisition courses; - The Department of "Foreign Languages" as part of the Faculty of Philology to organize and participate in joint language events.
3	Decrease in the level of employment	- Establishing feedback with employers . - Conduct pedagogical research and monitor the stable level of employment of graduates
4	Insufficient development of external and internal academic mobility of students and teaching staff	Coordination of the content of education with the programs of leading foreign universities through external and internal academic mobility of teaching staff and students
5	The risk of reducing the settlement of the PPP on the EEP	Training of scientific personnel of the highest professional qualification at the level of competence on the basis of master's and doctoral studies PhD
6...	and other possible risks on the EP (write)	Equipping the material and technical base in accordance with the current level of implementation of educational programs

5. Action plan for the development of the EP

№	Criteria	Expected results	Unit and sm.	2023-2024 academic year		2024-2025 academic year		2025-2026 academic year		2026-2027 academic year	
				plan	Actual execution	plan	Actual execution	plan	Actual execution	plan	Actual execution
Direction 1. Educational and methodological support											
1.1	Updating the educational program based on professional standards, taking into account the recommendations of employers	Conducting an examination of the Educational program "6B02305 – Philology (Kazakh) - journalism" in order to improve the practice orientation and development of professional competencies of graduates	fact.	1	1	1	1	2	2	2	2

1.2	Monitoring and updating catalogs of elective disciplines in accordance with the development of key and professional competencies, the demands of the labor market	Improving the quality of the content of educational programs by including elective courses aimed at developing key and professional competencies of graduates in accordance with the demands of the labor market.	fact.	1	1	1	2	2	2
1.3	Introduction of modern learning technologies into the educational process, contributing to the development of cognitive activity, 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.	2	2	2	2	2	2
1.3.1	Introduction of mass open online courses (MOOC) in the educational process according to the educational program	Introduction of disciplines into the educational process Improving the quality of teaching academic disciplines, taking into account the novelty and diversity of forms of work that contribute to the development of cognitive activity.	unit	1	1	1	1	2	2
1.4	Involvement of social partners and employers in the development, examination of the implementation of educational programs	Improving the quality of educational programs implemented taking into account market demands and recommendations of employers	unit.	1	1	1	2	2	2
1.5	Development and implementation of elective courses in English	Introduction of disciplines in English into the educational process	unit	-	-	-	-	1	1
1.6	Conducting seminars and round tables on the application of innovative technologies in the educational process	Introduction of innovative technologies in the educational process	unit	1	1	1	1	1	1

1.7	Publication of educational, methodical and scientific literature on the implemented EP	Improvement of educational and methodological support in the disciplines of the implemented educational programs	unit	5	5	7	7	9	9	13	13
1.8	Conclusion of contracts with foreign and domestic partner universities in order to develop academic exchange of students of all levels and teaching staff	Creation of a database of foreign and domestic partner universities for the development of academic exchange of students of all levels and teaching staff	unit	1	1	1	1	2	2	2	2
1.9	Inviting students from partner universities to study for a semester, short-term internships, internships, etc.	Development of international recognition of educational programs, implementation of academic mobility programs for students	human.	1	1	1	1	1	1	2	2
1.10	Участие ППС и обучающихся в международных программах академического обмена	Participation of teaching staff and students in international academic exchange	human	1	1	1	1	1	1	2	2
1.11	Development of outgoing academic mobility of teaching staff and students in the direction of _____	Improvement of the educational program based on the use of the experience of implementing such programs in the leading universities of the Republic of Kazakhstan	human.	2	2	3	3	4	4	4	4
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	The share of teaching staff who have passed advanced training at the national level is at least 20%	human	5	5	5	5	6	6	7	7

2.2	Advanced training, retraining, internships of teaching staff at the international level	Completion of at least 2 teachers of the advanced training program, retraining, internships of teaching staff at the international level	human	1	1	1	1	1	1	1
2.3	Promotion of publications of the works of teaching staff in international publications indexed by the Web of Science and Scopus databases	Increase in the share of teaching staff who have published the results of scientific research in publications indexed by the Web of Science and Scopus databases – at least 30% of the total number of teaching staff	%	30%	30%	30%	30%	30%	30%	30%
2.4	Involvement of practical specialists in teaching and scientific activities	Participation in the implementation of educational programs of practitioners (at least 20% of specialists)	%	20%	20%	20%	20%	20%	20%	20%
Направление 3. Интернационализация образовательных программ										
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	unit	1	1	1	1	1	1	1
3.2	Attracting foreign students to study under the educational program «_____»	Increasing the number of foreign students	human.	1	1	1	1	1	1	1
3.3	Organization of joint scientific and practical events with international partners	Improving the efficiency of scientific and methodological activities of teaching staff, exchange of experience with foreign partners	unit	1	1	1	2	2	2	2

3.4	Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations	Improvement of the content component of educational programs based on the introduction of the experience of foreign specialists in the implementation of educational programs	unit	1	1	1	1	1	1	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	human.	1	1	1	1	1	1	2	2

Direction 4. Logistics and digitalization

4.1	Step-by-step equipping of classrooms with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunction devices, webcam, projector screen, etc.)	Equipping classrooms assigned to the department with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunction devices, webcam, projector screen, etc.)	unit	1	1	1	1	2	2	2	2
4.2	Automation of the educational process (testing, session management, student contingent movement, dean's office, department, teaching staff workload, schedule, library, syllabuses)	Information management based on the automation of the educational process (testing, session management, student body movement, dean's office, department, teaching staff workload, schedule, library, syllabuses)	fact	1	1	1	1	2	2	2	2

