



NJSC SHAKARIM UNIVERSITY OF SEMEY

DEVELOPMENT PLAN EDUCATIONAL PROGRAM

6B04108 - Economics and Management

Semey

NJSC "SHAKARIM UNIVERSITY OF SEMEY"

APPROVED

Board Member Vice-Rector for
academic issues

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« 09/08/2023 » 2023



DEVELOPMENT PLAN OF EDUCATIONAL PROGRAM

EP "6B04108 – "Economics and Management"

(EP code and name)

for 2023-2026

Semey 2023

Content

| № | Name of sections | Pages |
|----------|---|--------------|
| 1. | Passport of the educational program development plan | 3 |
| 2. | Analytical justification of the EP | 4 |
| 2.1 | Information about the educational program | 4 |
| 2.2 | Information about students | 5 |
| 2.3 | Internal and external conditions of EP development | 5 |
| 2.4 | Information about teaching staff implementing the educational program | 7 |
| 2.5 | Characteristics of the achievement of the EP | 9 |
| 3 | The main objectives of the EP development plan | 9 |
| 4 | Risk analysis of operations | 10 |
| 5 | Action plan for the development of EP | 11 |

1. Passport of the Master's Degree Development Plan EP "6B04108 – "Economics and Management"
(name of EP)

| | | |
|---|---|---|
| 1 | The basis for the development | Shakarim University Strategic Plan for 2021-2025. Faculty work plan |
| 2 | Developed by the Academic Committee of the EP | Head of AK: Tlemisov U.B. OP Manager: Abylkassimova Zh.A. Members of the AK: Kuantkan B., Gabdullina L.B., Toktarkhanova S.B., Yesenzholova A. Employer: Kaldybaev M.M., Rakisheva L.B. (in accordance with order No. 99 of March 29, 2023) |
| 3 | Terms of implementation | 2023-2026 y. |
| 4 | Expected results of implementation | Training of highly qualified specialists in the field of economics and business administration with professional and supra-professional skills that meet the needs of society in the context of modernization |

2. Analytical justification of the OP

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 3 years.

EP "6B04108 – "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 (No.4a of 04/05/2023), approved by the Academic Council of the University (No.5 of 04/21/2023) and the Academic Council of the University (Minutes No.8 of 04/25/2023.).

The educational program EP "6B04108 – "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 department, according to the EP "6B04108 – "Economics and Management", trains specialists of an economic profile, competitive in the labor market, in demand in the labor market, able to effectively adapt to dynamically changing social and professional conditions of activity, having a high level of readiness for the implementation of basic professional functions, able to constructively influence the nature and direction of the development of professional spheres of their activities, who have organizational and managerial skills. To provide a comprehensive economic education that provides a set of competencies in the field of economics and business administration, professional and supra-professional skills. A graduate, having mastered such qualities, is able to get a decent job and continue professional development throughout his life.

The educational program 6B04108 - "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 opinions of employers. The department under the educational program 6B04108 - "Economics and Management" trains economic specialists who are competitive in the labor market, in demand in the labor market, who are able to effectively adapt to dynamically changing social and professional conditions of activity, who have a high level of readiness to implement basic professional functions, who can constructively influence the nature and direction of development of professional areas of their activities, possessing the skills of organizational work and management activities. To provide a comprehensive economic education that provides a set of competencies in the field of economics and business administration, professional and non-

professional skills. A graduate, having mastered such qualities, is able to get a decent job and continue professional development throughout his life.

Relevance of the EP “Economics and Management”:

- determined by the competencies possessed by a bachelor who has completed training within the framework of this EP;
- is that the EP was developed taking into account the needs of the labor market and the opinions of employers (there are reviews);
- determined by the need to ensure the effective operation of organizations and enterprises on which the well-being of people and the economic power of the state depend.

2.2 Information about students

| The basis of training | Academic year | 2023-2024 academic year | 2024-2025 academic year | 2025-2026 academic year |
|-----------------------|---------------|----------------------------|----------------------------|----------------------------|
| Grant | | 5 | 5 | 5 |
| Contract | | 10 | 10 | 10 |
| Total | | 15 | 15 | 15 |

2.3 Internal and external conditions for the development of EP

The university has created a favorable learning environment for students, including material, technical and information resources used in the educational process, which are sufficient and comply with the requirements established for the main activity, the university development strategy and the goals of the educational program, promoting the formation of professional competence of students based on taking into account their individual needs and opportunities.

To achieve the goals and objectives of training qualified personnel according to EP 6B04108 - “Economics and Management”, there are various types of technical resources:

- classrooms and lecture halls are equipped with modern computers;
- classrooms with interactive whiteboards;
- high-speed access to Internet resources;

- library with materials on paper and electronic media
- access to international abstract databases (Scopus and Web of science);
- availability of a specialized office.

The training of students in the educational program 6B04108 - "Economics and Management" in the structure of the Faculty of Humanities and Economics is provided by the graduating department "Economics and Finance". EP 6B04108 – "Economics and Management" is carried out in the 8th educational building on Shugaev Street 159/3. The Department of Economics and Finance is located on the 3rd floor, has an equipped material and technical base, including a teaching room, an office of the head of the department, a computer class, a specialized office, a lecture room equipped with an interactive projector and educational literature.

The portal ais.semgu.kz contains educational and methodological materials on all disciplines taught in Kazakh and Russian languages, a fund of cases, business games, video lectures and software provision.

The university has its own page on the official website of the university shakarim.edu.kz. Educational and methodological documents of the educational program are developed in accordance with existing regulatory documents:

- State compulsory education standard of the Republic of Kazakhstan;
- Working curriculum of the specialty;
- Catalog of elective disciplines;
- Educational and methodological complexes of disciplines (syllabuses);

According to the approved schedule, training sessions: lectures, practical classes are conducted in on-line and off-line modes.

EP 6B04108 - "Economics and Management" is carried out through production, pedagogical, research practices, this activity is carried out by practice bases, in particular "Tamasha Sauda" LLP, "Kondiz" LLP, "Tsemzavod" LLP, "Silicate Plant" LLP, "Silicate Plant" LLP Kalina KZ", etc. The main requirements for partners are to improve the quality of practical training of future specialists and familiarize them with scientific research.

In order to improve the quality of training of specialists in EP 6B04108 "Economics and Management" and correspond their competencies to the modern level of development of production and science, leading practitioners of manufacturing enterprises and organizations in Semey are invited to participate in the development of the EP and the catalog of elective disciplines. Also, in accordance with the work plan of the Department of Economics and Finance, on-site practical classes in the discipline "Enterprise Economics" are conducted for students of EP 6B04108 "Economics and Management". The main indicator

of achieving the goal of the EP is the employment rates of graduates in the first year after graduation. The employment rate of graduates studying under a state grant for 3 years averages 87%.

According to the agreement between universities, EP students undergo academic mobility training. Academic mobility is important both for personal development - gaining learning (work) experience in other academic and social conditions, and for updating the educational process at a university. This contributes to the competitiveness of not only higher educational institutions, but also future specialists as participants in the single labor market. It is necessary to further develop the process of academic mobility, which is, of course, the reason for modernizing and improving the quality of educational programs and teaching technologies. The potential for student mobility has largely not been exhausted, and the department sets goals for students to develop this area.

In 2023, a memorandum of cooperation was signed with the School of Management of the Leonardo da Vinci University (Paris, France), as well as with the International University of Innovative Technologies (Bishkek, Kyrgyz Republic) <https://www.instagram.com/reel/CloCLHNqgwp/?igshid=MTc4MmMlYmI2Ng==>. Currently, under the program of external academic mobility, the department continues to cooperate with the Bashkir State Pedagogical University named after M. Akmulla (Russia), Pamukkale University (Turkey), University of Economy in Bydgoszcz (Poland), with Kyungdong University (South Korea), with Baranovichi State university (Belarus, BarSU) and others. a memorandum of cooperation was signed. With these universities, we jointly implement educational programs for students and teachers; it is planned to organize academic exchanges, foreign scientific internships for teaching staff, summer and winter schools. There are ideas for scientific and innovative projects.

Особое внимание уделяется повышению квалификации преподавателей путем прохождения курсов повышения квалификации и научных стажировок в отечественных и зарубежных вузах, в организациях различных форм собственности, а также путем приглашения ведущих специалистов по профилю, ученых с высших учебных заведений ближнего зарубежья.

2.4 Information about teaching staff implementing the educational program

The implementation of EP 6B04108 - "Economics and Management" is provided by scientific and pedagogical personnel in accordance with the requirements of the State Educational Standard of the Republic of Kazakhstan. 30 people are involved in the preparation of students in the field of study "Economics and Management", of which 18 are full-time teachers. The share of full-time teachers from the total number is 61%. The share of teachers with academic degrees and academic titles from the number of full-time teachers is 66.7%. The teaching staff includes 9 candidates of science and 3 PhD. The level of teaching staff

implementing the educational program tends to gradually increase. Availability of basic education in the department's profile - 100%.

The department provides opportunities for career growth and professional development of teaching staff. At the department, the formation of scientific and pedagogical personnel is carried out through the preparation of masters of economic sciences and PhD in EP. Teachers of the department enter the targeted doctoral studies of L. Gumelev ENU. 3 doctoral students graduated in 2021 and 2022. Currently, 3 more doctoral students are studying.

The level of competence of teachers in teaching methods is sufficient to effectively disclose the content of training courses and develop in students the knowledge and skills (competencies) necessary to achieve the learning outcomes provided for by the goals of the program. The syllabuses provide for the competencies that they acquire in the course of studying the discipline, and the individual plans of teachers reveal the directions for improving the taught disciplines. During the training period, teachers use all educational and methodological materials from the library collection of the institute. Teachers of the departments have a good command of the teaching methods that are accepted by the university for the group of training courses implemented by them, and also have experience in practical work in the subject area of the course content, as evidenced by the materials of open classes, minutes of the meeting of the UMS. In order to improve the quality of training, employers and stakeholders are invited to implement EP 6B04108 - "Economics and Management". One of the main trends in the development of the higher education system is the internationalization of universities, within the framework of which leading foreign scientists from foreign ranking universities are attracted to give lectures and joint scientific cooperation. In September 2023, it is planned to invite a foreign professor, PhD, Ozay Ozpence from Pamukkale University (Turkey), to the Department of Economics and Finance. It is planned to organize the following events:

- lecturing for students of economic specialties;
- working meeting with managers of educational programs;
- holding a seminar for teaching staff and consulting undergraduates on preparing to write scientific articles for publication in international journals included in the Web of Science, Scopus database;
- providing scientific and methodological assistance in writing dissertations for 2nd year undergraduates of the department's educational programs.

Teaching staff who implement EP annually improve their skills, participate in seminars, master classes, trainings, etc. The teaching staff publishes scientific articles in journals included in the Web of Science and Scopus databases.

2.5 Characteristics of the achievements of the EP

The difference and uniqueness of these OPs lies in the fact that there is a good material and technical base that meets modern requirements. This is the presence of specialized classrooms, the presence of highly qualified scientific and pedagogical staff (graduation of teaching staff is 66.7%, the presence of representatives of production in the teaching staff, affordable tuition costs, the availability of training trajectories in demand in the labor market).

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 an 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 educational program OP 6B04108 - "Economics and Management" is focused on training management personnel with a high level of competitiveness in the modern labor market, capable of effectively solving complex management problems in all spheres of the economy in order to create favorable conditions for sustainable socio-economic development.

| № | Name of the task | Terms of development | Stages of development |
|---|---|----------------------------|--|
| 1 | Improvement and improvement of conditions for obtaining a full-fledged, high-quality professional education | The entire training period | Development of measures to improve educational services for the development of professional skills |
| 2 | Updating the content of educational programs that form the main professional competencies of future specialists | The entire training period | When updating the content of educational programs, include disciplines recommended by employers |
| 3 | Increasing the innovativeness of scientific developments and increasing the number of research results introduced into production | The entire training period | To increase the level of participation of teaching staff in competitions for grant funding of scientific projects and to increase the number of projects being implemented |

4. Risk analysis of OP

| № | Name of risks | Measures to eliminate |
|---|--|--|
| 1 | Reduction of the contingent of students in the OP | Wide coverage and uniqueness of the specialty, as well as active work in social networks, changing the content of the RUE in accordance with the requests of undergraduates and the market |
| 2 | Insufficient level of knowledge of the language 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 | Decrease in the level of employment | Annual updating of the content of the RUP layout in accordance with the requirements of employers and the market |
| 4 | Insufficient development of external and internal academic mobility of students and teaching staff | Work with partner universities by invitation and exchange of undergraduates and teaching staff within the framework of academic mobility and internships, organization of scientific events, etc. |
| 5 | The risk of reducing the settlement of PPS in the PLO | There is no such risk for 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 financing 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 OP

| № | Criteria | Expected results | | 2023- 2024 | 2024- 2025 | 2025- 2026 |
|--|---|---|------|---------------|---------------|---------------|
| 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 "6B04109 – "Accounting and Finance"" in order to improve the practice orientation and development of professional competencies of graduates | fact | + | + | + |
| 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 | + | + | + |
| 1.3 | 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 | + | + | + |

| | | | | | | |
|-------|---|---|----|---|---|---|
| 1.3.1 | Introduction of mass open online courses (MOOCs) in the educational process according to the educational program 6B04109 – Accounting and Finance | 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. | ед | 2 | 2 | 2 |
| 1.4 | Involvement of social partners and employers in the development, examination of the implementation of educational programs | Improving the quality of implemented educational programs taking into account market demands and recommendations of employers | ед | 1 | 1 | 1 |
| 1.5 | Development and implementation of elective courses in English | Introduction of disciplines in English into the educational process | ед | 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 | ед | 1 | 1 | 1 |
| 1.7 | Publication of educational, methodical and scientific literature on the implemented OP | Improvement of educational and methodological support in the disciplines of the implemented educational programs | ед | 1 | 1 | 1 |
| 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 | ед | + | + | + |

| | | | | | | |
|------------------------------------|---|--|------|---|---|---|
| 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 | чел | 1 | - | 1 |
| 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 | чел | 2 | 2 | 2 |
| 1.11 | Development of outgoing academic mobility of teaching staff and students in the direction 6B04109 Accounting and finance | Improvement of the educational program based on the use of the experience of implementing such programs in leading foreign universities | чел | 2 | 2 | 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 | The share of teaching staff who have passed advanced training at the national and international level is at least 20% | peop | 2 | 2 | 2 |
| 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 | peop | 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 | % | 1 | 1 | 1 |
| 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) | % | 2 | 2 | 2 |
| Direction 3. Internationalization of educational programs | | | | | | |
| 3.1 | Conclusion of agreements on international cooperation with foreign universities | Conclusion of agreements on international cooperation with foreign universities | one | 1 | 1 | 1 |
| 3.2 | Attracting foreign students to study under the educational program "6B04109 – Accounting and finance" | Attracting foreign students to study under the educational program "6B04109 – Accounting and finance" | peop | - | 1 | 1 |
| 3.3 | Organization of joint scientific and practical events with international partners | Organization of joint scientific and practical events with international partners | one | 1 | 1 | 1 |
| 3.4 | Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations | Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations | one | 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 | 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 | peop | 1 | 1 | 1 |
| Direction 4. Logistics and digitalization | | | | | | |
| 4.1 | Step-by-step equipment of classrooms with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunction devices, webcam, projector screen) | Equipping classrooms assigned to the department with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen) | one | 2 | 1 | 1 |
| 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 | + | + | + |
| 4.3 | Replenishment of the full-text database of research results 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.) | one | 5 | 5 | 5 |
| 4.4 | Expansion of the fund of scientific and educational literature, including on electronic media for implemented educational programs | Ensuring the implementation of educational programs based on modern educational and information resources, including on electronic media | % | 1 | 1 | 1 |

| | | | | | | |
|-----|---|--|---|------|------|------|
| 4.5 | Monitoring the content and improvement of the faculty's website | Formation of the faculty's website on various aspects of the implementation of educational programs. Post detailed information about the internal content of the OP and publish all changes related to the OP for interested parties in open access. | % | 100% | 100% | 100% |
|-----|---|--|---|------|------|------|

Manager of EP 6B04108 "Economics and Management"  Abylkassimova Zh.

Head of the department  Zeinullina A. Zh.

REVIEWED
at the meeting of the Quality Assurance Commission
Chairman of the Commission  Abisheva Sh.
Protocol № 6 of June 08, 2023

I APPROVE
Dean of the Faculty  Tlemisov U.
"08" June 2023

