

**AlikhanBokeikhan University**

Reviewed  
At the meeting  
Academic Quality Council of the  
Faculty  
Protocol no. 6 from "28" 02 2022

I approve  
Dean of the Faculty of Information  
Technology and Economics  
Karipzhanova A.Zh  
(signed) (Full name)



PLAN  
DEVELOPMENT OF THE EDUCATIONAL PROGRAM

6B04116- Economy for 2020-2025

Reviewed at the extended  
meeting of the Department of Business and Management  
Protocol no. 6 from "8" 02 2022  
Head of the Department Aimkulov R.A.

Aimkulov R.A.  
(signed)

Semey, 2022 year

## **Development Plan of OP 6B04116- Economics of AlikhanBokeikhan University for 2020-2025**

### **1 . General provisions**

The educational program (EP) "Economics" is compiled in accordance with the requirements of the State mandatory standard of Higher Education, approved by the Order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 604., the Rules for organizing the educational process for the credit system of education, methodological recommendations for the development of modular educational programs of educational specialties (bachelor's degree) (MP. 01.02/2018).

The OP is designed as a set of consecutive training courses for the entire period of study and is aimed at mastering the competencies necessary for awarding the academic degree Bachelor of Business and Management under the educational program 6B04116 "Economics".

Training of specialists is carried out on the basis of the State license of the AB series No. 0064053 dated 12.03.2009, issued by the Committee for Control in the Field of Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan (without time limit).

Preparation of the educational program 6B04116- Economics is carried out on the basis of regulatory documents of the Ministry of Education and Science of the Republic of Kazakhstan, in accordance with the mission and internal regulatory documentation of KazGUIU.

In 2019, the Educational program was included in the Register of Educational Programs of the Unified Higher Education Management System of the Ministry of Education and Science of the Republic of Kazakhstan.

In 2020, OP "6B04116- Economy", passed specialized accreditation in the Independent Accreditation and Rating Agency (accreditation certificate number no. AB 3204 with a validity period of 27.05.2021.-26.05.2024).

One of the quantitative indicators of achieving the goal of an educational program is its ranking in various ratings. Thus, according to the results of the 2018 ranking of the Independent Agency for Quality Assurance in Education 6B04116- Economics ranks 16th among 19 universities.

According to the results of the 2020 ranking of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" EP 6B04116- Economics took 12th place among 16 universities in the country.

The purpose of the educational program development plan is to carry out comprehensive measures that will contribute to the training of competitive specialists and managers under the training program who have knowledge and skills in the management and content of planning, organization of production, investment and innovation activities; about the main managerial, financial, economic, marketing problems of the functioning of the enterprise; having business planning skills, calculating the effectiveness of various projects, study and analysis of the market situation, development of pricing and budget policy of the company.

Based on the goal, the educational program has been developed taking into account student-centered learning technologies within the framework of a competency-based approach. To form the educational program, external and internal stakeholders, social partners and students of various levels of education, leading university scientists, and other interested persons were involved.

The developers were:

Head of the profile Department "Business and Management", PhD, R.A. Aimkulov, leading scientists and teachers of the Department, U.S. Alimbetov, Doctor of Economics, Professor, O.V. Ignatieva, PhD, Senior lecturer, Z.M. Turdieva, PhD, Senior Lecturer, social partners of the university, A.T. Slyamov, representative of "EurasiaTradeCo" LLP, A. Utovlinova, representative of SF JSC "Bank CenterCredit", representatives of the student contingent - Kolbina N. Student of OP "Finance", Iskakova M.S. doctoral student of OP "Economica".

1 . Analysis of the current situation and trends in the development of the labor market and educational services

Educational activities.

Students of the educational program have the opportunity to acquire theoretical knowledge and practical skills, both in the course of lectures and in practical classes. For this purpose, OP "Economics" has a classroom fund equipped with modern technical training facilities; specialized classrooms (Specialized Cabinet of Management Decisions, Economics and Management), equipped with modern equipment. The total training area used corresponds to the standard indicators, sanitary and fire service standards.

Innovative and interactive forms of education are widely used in the classroom, students' participation in research work and creative competitions in the specialty is achieved. Practitioners and foreign qualified lecturers are invited to give lectures and conduct seminars. So, to give a lecture on the discipline "Economic Analysis", the chief specialist of the organization "Eurasia Trade Co" LLP, A.T. Slyamov, was invited.

Every year, on an ongoing basis, the content of educational programs and the catalog of elective disciplines is reviewed by social partners and potential employers.

Students have the opportunity to receive additional competencies in Minor programs for university students as part of the development of the Major basic educational program;

Strengths:

- on an ongoing basis, the use of innovative training methods;
- attracting employees of enterprises to give lectures and conduct practical tasks;
- the demand for graduates of the educational program in the labor market both at the regional level and at the national level;
- the opportunity to continue studying at foreign partner universities under joint programs;

-ample opportunities to support talented youth at various levels.

But at the same time, for the strategic development of educational activities in the OP "Economics", it is necessary to solve a number of problems related to:

- with the involvement of foreign students in the educational program;
- weak level of teaching staff proficiency in foreign languages;
- weak involvement of students of secondary general education and secondary vocational institutions in various university events due to the weak work of circles, studios, workshops, laboratories organized at the university to instill SoftSkills and WorldSkills skills in children;
- opening of new classrooms, including with the involvement of social partners and other stakeholders.

Research activities.

Research work is reflected: in the implementation of research projects carried out by the university and its scientific and structural units; in the organization and conduct of scientific and practical events that gather famous scientists and practitioners, young scientists, students within the walls of the university; in published scientific papers, the results of conferences and round tables.

The Department of Business and Management has a Scientific Center for Economic Research (head - A.A. Amanbayeva).

The teaching staff of the Department of Business and Management develops knowledge, skills and competencies necessary for both personal improvement and career growth. For example, in 2018, senior teachers M.B. Moldazhanov, Ph.D., and E.P. Shustova, Ph.D., were awarded PhD degrees in the specialty 6D050600-Economics and 6D050900-Finance, respectively, in order to recognize diplomas issued by foreign countries.

From among the teaching staff of the department, Aidarkhanova T.D., Dyusembinova Zh.S., Sagyndykova R.E., Takhtaeva R.Sh. are studying in the doctoral program of KazGUIU, Shayakhmetova L.M., Tolysbaeva M.B., Kaldybaeva D.O. - in the doctoral program of L.N. Gumilev ENU in the OP "Economics".

The scientific work of students is a continuation and deepening of the educational process and is organized directly at the departments, in student scientific and technical associations (scientific circles, centers, etc.). OP "Economics" is provided with a scientific infrastructure, within the department there are three scientific circles, including the "Manager" circle with a quantitative composition of more than 30 students annually.

The circles are held according to a drawn-up plan, taking into account the interests of students, individual abilities and inclinations. The purpose of the circles is to improve the quality of training of highly qualified specialists and the formation of students' scientific search skills. The result of the work of the circle is active participation in student scientific and practical conferences, according to the results of which participants take prizes.

The forms of attracting students to research activities are expressed in the form of students' participation in the implementation of research projects.

Every year, on the basis of the "Business Incubator", a large-scale competition among young people is held "Formation of an effective team within the framework of project activities, organized jointly with the Kuzbass State Technical University named after T.F. Gorbachev (Kemerovo, Russia).

The activity of teaching staff in research activities is reflected in the results of research for the calendar year. The Department of Business and Management conducts research on two initiative research topics:

- Ensuring the sustainability of socio-economic growth as a factor of human potential development (0119RKI0170) scientific supervisor Dr. Phdamanbayeva A.A.;

- Current state and problems of development of the financial system of the Republic of Kazakhstan (0119RKI0178) scientific supervisor Dr. PhD Turdieva Z.M.

Only in 2019, the Department of Business and Management provided 71 scientific papers, with a total volume of 100.81 p.l

. For the period 2015-2020. The teaching staff of the department published 13 monographs, 25 educational and methodical manuals, 42 articles in journals recommended in the KKSON of the Ministry of Education and Science of the Republic of Kazakhstan, 33 articles in international rating journals.

The Department of Business and Management has received 4 author's certificates for scientific research.

With the positive dynamics of improving the quality of scientific research, searching for opportunities to commercialize the results of scientific activity, increasing the scientific activity of teaching staff and students, the following points remain relevant:

- a decrease in the proportion of teachers who have completed scientific training, advanced training in research centers, far and near abroad, at enterprises

- there is a lack of involvement of students in research work;

- weak participation in republican student subject Olympiads and R & D competitions;

- insufficient connection of science, education and production, low level of implementation of research results in production, practical activity of the organization of the real sector of the economy;

- insufficient level of research effectiveness and citation of scientists and the university.

Educational and social activities.

The priority task of the state and the university is to create conditions for the intellectual, spiritual, moral and physical development of students.

To create conditions for the creative activity of students, namely, to activate creative initiatives, self-realization of students and self-development based on the expansion of student self-government and their involvement in all spheres of university life, student organizations function at the university: the team "Enactus

KazGUIU", the creative group "Urker", the youth wing "Zhas Otan", "Alliance KazGUIU students", public foundation "Commonwealth of Young Lawyers", "Union of KVN KazGUIU", debate club "Everest", charity organization "Ak Niet", "Business incubator". In which students of the OP "Economics" are actively involved.

Assessment of the level of involvement of students in creative activity is a priority indicator for evaluating the effectiveness of the organization of educational work. The main indicator of involvement is the increase in students involved in the organization of educational activities in the OP "Economics".

The system for assessing the level of involvement is based on the monitoring and reporting mechanisms of faculties. The main performance indicators are: information about the achievements of students who are participants of city, regional, republican and international competitions, competitions, festivals; information about the involvement of students in the work of the Youth Affairs Committee. The level of involvement is monitored at the end of each half-year and the final report is submitted to the educational department of the university at the end of each academic year. So, an example of the indicators of involvement, taking an active part in the implementation of activities in the field of creative and personal development of students: for 2018 – 80%, for 2019 - 85%. In 2020, due to the pandemic, the number of participants decreased and amounted to 68%.

The university has an incentive system, expressed in the approval of the annual budget for conducting educational work by students.

There is nothing wrong with what needs to be done next:

- weak participation in regional, republican student competitions and sports events;
- discount dollies of students engaged in youth organizations and creative facilities, brought with restrictive measures;
- the reduced number of students studying in city, regional, republican and intercity competitions.

An interethnic stream.

The results of interstate cooperation in the field of scientific and respected departments and the interstate department of Kazguu with partner universities are compared with signed agreements on cooperation with other organizers of the educated.

More than 27 agreements on cooperation have been signed in Danish on the Business and Guardianship training deal, the letters of Kotor are also presented on the university's website.

In addition, in 2019, three deals were signed to carry out joint scientific research with universities of the near and far abroad:

- University of Management Varna (Varna, Bulgaria) from 28.03.2019 on the topic "Development of integrated models for the development of electronic banking services", Project manager - Professor BlagoevVeselin, from the Department of PCB Shustova E. P.;

- Russian New University (Rosnu, Moscow, Russian Federation) from 01.10.2019 on the topic "Innovatedevelopmentoftheregionaleconomy

(Innovative development regional Economy)", Head of the Doctor of Economics, Professor of the Russian University of Economics. Plekhanova-Morozov Mikhail Anatolyevich, from the Department of Phdmoldazanów M. B.;

-Kyrgyz-Russian Slavic University (KRSU, Bishkek, Kyrgyz Republic) from 01.10.2019 on the topic "future spheres of efforts to the expanse of the EAEU", head of the Doctor of Economics, Professor Natalia A. Brauko, from the Department of Fdturdieva Z. M., fdmoldazhanov M. B., Fdamanbayeva A. A., PhD Aimkulov R. A., and also master's student of specialty 6m050600-economics Omarbayeva A. K.

Despite the short duration of the research on the above contracts, the executors obtained significant results. For example, a joint collective monograph "Innovativedevelopmentoftheregionaleconomy" was released under an agreement with ROSNOU. This monograph was published in Science Index (NEB [https://elibrary.ru /](https://elibrary.ru/)) freely available.

In addition, under an agreement with the University of Management Varna, the performers published a scientific article in the journal included in the Scopus database (Blagoev V., Shustova E.P.).

Despite the achievements in this field, some issues require finding their solutions , in particular:

- insufficient knowledge of a foreign language by students of the OP, as well as teaching staff, for the implementation of academic mobility;

- insufficient funding for the development of academic mobility programs for students.

- low motivation of teaching staff to improve language competencies.

- a low proportion of attracting foreign students to study under the OP;

Resource support of the educational program.

The difference and uniqueness of the OP is that there is a good material and technical base that meets modern requirements. This is the presence of specialized offices and laboratories.

All buildings are equipped with the necessary number of lecture halls, many of which are equipped with projectors and interactive whiteboards, which gives teachers ample opportunities for high-quality classes. Practical and seminar classes are also held in specialized classrooms. There are educational and scientific laboratories, the equipment of which is reviewed and improved annually. So, to ensure the quality of the educational process within the framework of the OP "Economics" in building No. 2, rooms 322, 304 are equipped with multi-unit projectors.

Acting within the framework of the credit system of education, favorable conditions have been created for students to master all disciplines of the educational program and obtain an academic degree in accordance with the requirements of the SES and has modern information and communication bases (AIS University, broadband Internet access, electronic library), contributing to the intensification of the educational process and the conduct of the educational process and research.

Teaching staff of the department "Business and Management" use innovative educational technologies and modern teaching technologies. Among them are business and role-playing games, discussions, brainstorming method, situational games, business project development. For the application of these technologies in the educational process, specialized classrooms are used, such as "Management decisions", "Finance", "Accounting and Analysis".

For information and technical support of the main production processes (educational, scientific, managerial, etc.), the university has a sufficient fleet of computers located in structural divisions, in computer classes, laboratories and classrooms.

At annual meetings with employers and social partners, questions are raised about the use of various software products that are used in practice, as well as graduates in their questionnaires indicated the need to use various software tools in the educational process.

Strengths:

- good material and technical base used in the educational process;
- availability of specialized classrooms and laboratories for the formation of additional competencies in the OP;
- modern information and communication bases contributing to the educational process.

But at the same time, it is necessary to supplement the educational process with software products, similar to those used in production.

3. Directions of the OP development plan, purpose, objectives, expected results, target indicators, implementation measures

- Strategic directions of the OP development plan:

Strategic direction 1. Improving the quality of educational activities. The direction corresponds to the adopted "State Program for the development of education and science of the Republic of Kazakhstan for 2020-2025".

Strategic direction 2. Development and improvement of the quality of research and innovation activities. This direction affects the main objectives of the "State Program of Industrial and innovative Development of the Republic of Kazakhstan No. 874 dated August 1, 2014".

Strategic direction 3. Improvement of educational and social work of students. The principles and main provisions in this area are implemented within the framework of the National Program "Rukhani Zhangyru" – a look into the future.

Strategic direction 4. Expansion of international cooperation.

The purpose of the development plan of OP 6B04118 "Economics" is to improve the conditions for obtaining a full-fledged, high-quality professional education in accordance with the mission and strategy of the educational program, aimed at training competitive specialists and managers for financial organizations and enterprises of various forms of ownership, in accordance with the requirements of the labor market, with managerial skills, capable of demonstrating analytical qualities and modern knowledge for making effective decisions in order to improve the efficiency of financial and economic activities of economic entities.



The main objectives of the implementation of the development plan of the OP "Economy":

- Training of in-demand personnel with higher education that meets the needs of the modern labor market;
- providing practice-oriented training and the final result;
- involvement of students in research activities with subsequent publication of research results in scientific publications;
- Increasing the publication activity with the aim of focusing scientific research on the actual needs of the economy and society, increasing the potential for commercialization of scientific results;
- increasing the proportion of students participating in regional, national and international scientific and creative competitions.
- graduation of competitive specialists with knowledge of a professional foreign language and software products used in practice.

Expected results for OP "Economics"

- Increasing the satisfaction of internal and external stakeholders with the quality of professional training of graduates;
- increase in the share of the dual training system (up to 2-3 disciplines) at the leading enterprises and organizations of the region;
- successful employment of at least 80% of graduates during the first year after graduation;
- Increasing the number of students taking part in various competitions and publishing scientific results to 60% of the total number of students in the OP "Economics";
- Increase in the publication of teaching staff of the OP "Economics" in rating publications (based on information resources on the Web of Science platform (Clarivate Analytics) and Scopus (Elsevier), etc.);
- increase in the share of teaching staff who have completed language competence improvement courses (from full-time teaching staff);
- Participation in scientific projects and programs focused on the needs of the real market.

**Target indicators and measures for their implementation in the framework of the EP "Economy"**

Target indicators	unit of measurement	in the planned period					
		2020	2021	2022	2023	2024	2025
1	2	3	4	5	6	7	8
Increase in the share of graduates who studied under the University's Bachelor's degree	%	50	55	60	65	70	80

program, employed in the first year after graduation							
Number of dual programs within the framework of memorandums of cooperation with external stakeholders	Quantity	-	1	1	2	2	3
The percentage of teaching staff who have completed advanced training courses on new teaching methods to improve and master new competencies according to the OP.	%	20	40	50	60	70	100
Coverage of students participating in research from the total contingent of full-time students (without distance learning)	%	30	30	40	50	50	60
Growth of university publications in rating publications (based on information resources on the Web of Science (Clarivate Analytics) and Scopus (Elsevier), JSTORE, etc.	%	5	10	10	15	20	20
percentage of teaching staff who have completed language	%	-	5	10	15	15	20

competence improvement courses (from full-time teaching staff);							
Number of joint educational programs with partner universities	Quantity	-	1	1	2	2	3
The share of students covered by participation in public organizations of the university and the region	%	-	5	5	10	10	15
Measures to achieve the target indicators		2020	2021	2022	2023	2024	2025
Implementation of dual education programs for students			X	X	X	X	X
Conclusion of agreements and memoranda on creative cooperation within the framework of the EP		X	X	X	X	X	X
Allocation of financial resources for the University teaching staff to take advanced training courses on new digital technologies to improve and master new knowledge				X	X	X	X
Involvement of students, undergraduates and doctoral students in research		X	X	X	X	X	X
Participation of scientists in joint research projects with universities of Kazakhstan and abroad			X	X	X	X	X
Creation of a material base for stimulating teaching staff to master language competencies		-	-	X	X	X	X
Conclusion of agreements and memoranda on joint programs		-	X	X	X	X	X
Participation of students and young personnel in various			X	X	X	X	X

events of the university, city and region						
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#### 4. Mechanisms of implementation of the EP development plan

The development of an OP development plan provides an integrated approach to the implementation of activities aimed at achieving the set goal through the solution of formulated specific tasks, contributes to the full implementation of planned activities

At the end of the academic year, the department's meetings are monitored by the OP "Economics", with the participation of all interested parties, the results achieved, the effectiveness and efficiency of the implementation of the OP are discussed. The analysis of the achievement of target indicators is considered at a meeting of the department with the participation of leading teaching staff, other interested persons.

The monitoring results are submitted for discussion to the Academic Quality Council of the Faculty. Based on the analysis of the monitoring results, adjustments are made to the EP development plan, but no more than 2 times a year.

Monitoring of the implementation of the Development Plan is carried out by analyzing and summarizing information on the implementation of development indicators in the following areas. Based on the results of the monitoring, the management of the OP "Economy" prepares a conclusion on the implementation of the Development Plan.

The conclusion is drawn up in any form and sent to the Dean of the Faculty and is the basis for drawing up the annual report of the faculty within the framework of strategic indicators and results for evaluating the Development Strategy of the university as a whole.

The processes of formation, monitoring and implementation of the OP development plan should be based on the principles of openness and transparency. The EP development plan is posted on the official website of the university.

#### 5. Risk management arising during the implementation of the EP "Economy"

Name of the possible risk	Possible consequences in case of failure to take risk management measures	Risk management measures
1	2	3
Reduction of the contingent of students in the EP	Reduction of the number of students, reduction of the staff of teaching staff	It is necessary to carry out active work on the attractiveness of this specialty in order to attract a new contingent of students on the basis of attracting grants and scholarships to students
A decrease in the	Increase in the production of own	A decrease in the output of

output of educational and methodological literature in the state language in specialized disciplines is a possible decrease in the quality of graduates and the assimilation of students in the state language.	publications of the UMR faculty of the department according to the content of the OP courses and their acquisition from outside	educational and methodological literature in the state language in specialized disciplines is a possible decrease in the quality of graduates and the assimilation of students in the state language.
The outflow of personnel from the education and science system caused by the discrepancy between the level of wages in the industry and the average level of wages in the country	Reducing the scientific potential of teaching staff.	Training of scientific personnel through master's and doctoral studies (PhD) on the basis of attracting grants and other sources of funding. Involvement of leading managers of second-tier banks, heads of organizations, large companies, etc. in the educational process.
Weak motivation of teaching staff to publish scientific papers in journals with a high citation index	Decrease in the share of teaching staff who have the opportunity to manage scientific projects and graduate works on optimization	To draw up a plan for publications of teaching staff in foreign publications with a non-zero impact factor with the search for funds at the expense of grant projects from the state budget, receiving a scholarship for scientific research (the best university teacher),
Decrease in the proportion of students covered by external academic mobility	Reducing the attractiveness of the EP, not mastering the target indicators	Provision of academic mobility of students and teaching staff on a permanent basis, through joint educational programs with partner universities.
Insufficient volume of orders for research work from the enterprises of the region	Reduction of the level of commercialization of research works at the university	Expand the search for potential customers for research and development, expand the range of research directions offered by the university

## 5. Financial support of the OP development plan

Financial support for the implementation of the Development Plan of the EP "Economy" for 2020-2025 will be provided from the funds of the university, as well as by attracting funds from state and other sources of financing.

Capital and operating costs are assumed.