



## **Development Plan EP 6B04116 "Economics" ABU for 2020-2025**

### **1 General provisions**

**Educational program (EP) 6B04116- "Economics"** is compiled in accordance with the requirements of the State Compulsory Standard of Higher Education, approved by order of the Minister of Science and Higher Education of the Republic of Kazakhstan. Rules for organizing the educational process on the credit system of education, Structures of the modular educational program (edition No. 3 of 08.10.2021)

EP 6B04116- "Economics" is developed as a set of consecutive training courses for the entire period of study and is aimed at mastering the competencies necessary for awarding a bachelor's degree in Economics and Management under the educational program "6B04116 Economics".

Personnel training is carried out on the basis of the State License series KZ No. 041AA00032042 dated September 17, 2021, issued by the RSU "Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan.

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

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 May 2021, EP 6B04116 "Economics" passed specialized accreditation at the National Institution "Independent Accreditation and Rating Agency" (accreditation certificate number No. AB 3402 with a validity period of 05/27/2021 - 05/26/2024).

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

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

According to the result of the ranking of 2021 by the National Chamber of Entrepreneurs of the Republic of Kazakhstan, "Atameken" EP 6B04116 - «Economics» took 28th place out of 66 universities in the country.

The purpose of the development plan of the educational program is to train highly qualified personnel capable of occupying leading positions in companies, government organizations and institutions, professionals with entrepreneurial competencies, able to make informed management decisions in a dynamically changing market environment, successfully implement competitive development strategies with skills business planning, calculation of the effectiveness of various projects, study and analysis of the market situation, development of pricing and budgetary policies of the company.

Based on the goal, the educational program was developed taking into account student-centered learning technologies within the framework of a competence-based approach. External and internal stakeholders, social partners and students of various levels of education, leading scientists of the university, and other interested parties were involved in the formation of the educational program.

The developers of the educational program are: the head of the department "Business and Management" doctor PhD Aimkulov R.A., leading scientists and teachers of the department Alimbetov U.S. Doctor of Economics, Professor, Ignatieva O.V. Ph.D., Art. teacher, Turdieva Z.M. doctor PhD, Art. lecturer, social partners of the university Slyamov A.T. representative of EurasiaTradeCo LLP, Utovlinova A. representative of the Federation Council of Bank CenterCredit JSC, representatives of the student body - Manapova A. student of the OP "Economics", Yerbol B.E. - master student of the EP "Economics", Iskakova M.S. doctoral student of the program "Economy".

## **2. Analysis of the current situation and development trends of the labor market and educational services**

Educational activity.

Students of the educational program have the opportunity to acquire theoretical knowledge and practical skills, both in the process of lectures and in practical classes. For this purpose, EP 6B04116-"Economics" has a classroom fund equipped with modern technical teaching aids; specialized classrooms (specialized classroom), equipped with modern equipment. The used total training area complies with the normative indicators, the norms of the sanitary and fire fighting service.

In the classroom, innovative and interactive forms of education are widely used, student participation in research work and creative competitions in the educational program is achieved. Practitioners and foreign qualified lecturers are invited to give lectures and conduct seminars.

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

Students get the opportunity to obtain additional competencies in the Minor programs for university students as part of the development of the main educational program Major;

Distinctive features of the educational program.

Based on the acquired knowledge in such disciplines as business planning, entrepreneurship, logistics, digital economy, Big Data and analytics, students will be able to:

- gain knowledge in the field of economics and information technology;
- get a practical and information base for creating your own business;
- predict and plan the economic development of various objects, develop business ideas, investment projects with the calculation of their economic efficiency;
- build a career in a digital reality.

Strengths:

- on an ongoing basis the use of innovative teaching methods;

- involvement of employees of enterprises, organizations and institutions for lecturing and conducting practical assignments.
- development of practice-oriented learning using elements of the dual learning system.
- the demand for graduates of the educational program in the labor market both at the regional level and at the republican level;
- the opportunity to continue studying in foreign partner universities under joint programs;
- extensive opportunities to support talented young people at various levels.
- involvement of students of secondary general education and secondary vocational institutions in various university events, in scientific circles organized at the university, studios for instilling SoftSkills and WorldSkills skills among students.

But at the same time, for the strategic development of educational activities in EP 6B04116- "Economics" it is necessary to solve a number of related problems:

- with the involvement of foreign students in the educational program;
- low level of teaching staff foreign languages;
- opening of new classrooms, including with the involvement of social partners and other stakeholders.

Scientific research activity.

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

The Department of Business and Management operates the Scientific Center for Economic Research (Head - Amanbayeva A.A.)

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

From among the teaching staff of the department Takhtaeva R.Sh. are studying in ABU doctoral studies, Shayakhmetova L.M., Tolysbayeva M.B., Kaldybayeva D.O. - in doctoral studies at L.N. Gumilyov.

The scientific work of students is a continuation and deepening of the educational process and is organized directly at the department, in student scientific and technical associations (scientific circles, centers, etc.). including the circle "Young Manager" with a quantitative composition of more than 30 students annually.

Circles are held according to the plan, taking into account the interests of students, individual abilities and inclinations. The result of the work of the circle is active participation in student scientific and practical conferences, according to the results of which the participants take prizes.

The forms of involving students in research activities is expressed in the form of participation of students in the implementation of research projects.

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

The activity of the teaching staff in research activities is reflected in the results of R&D for the calendar year. Updated and registered in the National Center for NTI RK the topic of scientific research of the department "Business and Management":

- Innovative development as a tool to increase the investment attractiveness of the region (on the example of the Semey region), supervisor PhD Turdieva Z.M. (0122RKI0250).

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

For the period 2015-2021 The teaching staff of the department published 13 monographs, 25 educational and teaching aids, 42 articles in journals recommended by the KKSON MES RK, 33 articles in international rating journals.

The Department of Business and Management received 4 copyright certificates for scientific research: Certificate for the monograph "Risk Management in Second-Tier Banks" No. 30862 dated December 6, 2022 (Turdiyeva Z.M.), Certificate for the textbook "Business Zhane activter kunyn bagalau" No. 28843, dated September 16, 2022, Certificate for the textbook "Assessment of the value of assets and business" No. 29962, dated November 3, 2022, Certificate for the textbook "Accountant esep theorysy" No. 29942, dated November 3, 2022 (Nurpeisova A.Z.)

With the positive dynamics of improving the quality of scientific research, conducting work to find opportunities for commercializing the results of scientific activities, increasing the scientific activity of teaching staff and students, the following points remained relevant:

- a decrease in the proportion of teachers who have undergone scientific internships, advanced training in research centers, near and far abroad, at enterprises  
- weak participation in the republican student subject Olympiads and NIRS competitions;

- insufficient connection between science, education and production, low level of implementation of research results in production, practical activities of the organization of the financial sector;

- insufficient level of effectiveness of scientific research 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 enhance creative initiatives, self-realization of students and self-development based on the expansion of student self-government and their involvement in all areas of university life, student organizations operate at the university: "Enactus ABU"; creative group "Urker"; youth wing "Zhastar Rukhy"; "ABU Students Alliance"; Public Foundation

"Commonwealth of Young Lawyers"; - debate club "Everest"; charitable organization "Ak niet".

In which students of the EP "6B04116 Economics" are actively involved.

Assessment of the level of involvement of students in creative activities is a priority indicator for assessing the effectiveness of the organization of educational work. The main indicator of involvement is the growth of students involved in the organization of educational activities in EP "6B04116 Economics".

The system for assessing the level of involvement is built on the mechanisms of monitoring and reporting of faculties. The main performance indicators are: information about the achievements of students who are participants in city, regional, republican and international competitions, competitions, festivals; information about the involvement of students in the work of the committee on youth affairs. Monitoring of the level of involvement is carried out at the end of each semester and the final report is submitted to the educational department of the university at the end of each academic year. So, an example of indicators of involvement that take 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%, in 2021 - 34 students.

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

But at the same time, some issues need further improvement:

- weak participation in regional, republican student competitions and sports events;
- a decrease in the proportion of students employed in youth organizations and creative associations associated with restrictive measures;
- reduction in the number of students participating in city, regional, republican and international creative competitions.

International activity.

The results of international cooperation in the field of scientific research of the department and the international department of ABU with partner universities are reflected in signed cooperation agreements with other educational organizations.

More than 27 cooperation agreements have been signed in the direction of training "Business and Management", a list of which is also presented on the university's website.

In addition, in 2019, three agreements were signed on conducting joint scientific research with universities in the near and far abroad:

- University of Management Varna (Varna, Bulgaria) dated March 28, 2019 on the topic "Development of an integrated model for the development of electronic banking services", Project leader - Professor Blagoev Veselin, performer from the PhD department Shustova E.P.;

- Russian New University (RosNOU, Moscow, Russian Federation) dated 01.10.2019 on the topic "Innovative development of the regional economy (Innovative development of the regional economy)", head Doctor of Economics, Professor of the PRUE. Plekhanov - Morozov Mikhail Anatolyevich, performer from the PhD department Moldazhanov M.B.;

- Kyrgyz-Russian Slavic University (KRSU, Bishkek, Kyrgyz Republic) dated 01.10.2019 on the topic "The future of the labor sphere in the EAEU space", head Doctor of Economics, Professor Brovko Natalya Anatolyevna, performers from the department PhD Turdieva Z.M., PhDMoldazhanov M.B., PhD Amanbayeva A.A., PhD Aimkulov R.A., as well as a master student of the specialty 6M050600-Economics Omarbayeva A.K.

Despite the short period of research on the above contracts, the performers obtained significant results. For example, under an agreement with RosNOU, a joint collective monograph "Innovative development of the regional economy" was published. This monograph was placed in the Science Index (NEB <https://elibrary.ru/>) in the public domain.

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 advances in this area, some issues need to be addressed, in particular:

- insufficient knowledge of a foreign language by students of EP 6B04116 "Economics", 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 skills.

- low share of attracting foreign students to study within the framework of EP 6B04116 - «Economics»;

Resource support of the educational program.

The difference and uniqueness of OP 6V04116- "Economics" lies in the fact that there is a good material and technical base that meets modern requirements. This is the presence of specialized rooms 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 rooms. There are educational and scientific laboratories, the equipment of which is annually reviewed and improved. So for the quality assurance of the educational process within the framework of EP 6B04116-

"Economy" in the building provides rooms 320, 322, 304, etc.

Acting within the framework of the credit system of education, favorable conditions were created for students to master all the disciplines of the educational program and obtain a degree in accordance with the requirements of the State Educational Standard and have modern information and communication bases (AIS university, broadband Internet access, electronic library), which contribute to the intensification of the educational process and conducting the educational process and scientific research.

The 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, situational games, business project development. To apply these technologies in the educational process for EP, specialized rooms are used, such as No. 320 "Specialized office of

Professor of Economics Kurmanbaev Saipititna Kusmetanovich", "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, in 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 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 EP;
- modern information and communication bases that contribute to the educational process;
- the educational process was supplemented with software products used in the relevant industries within the framework of dual training.

### **3. Directions of the EP development plan, goal, objectives, expected results, target indicators, implementation measures**

- Strategic directions of the EP 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.

Strategic direction 3. Improvement of educational and social work of students. The principles and main provisions in this area are being 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 EP 6B04116 - «Economics» is to train highly qualified personnel capable of occupying leading positions in companies, government organizations and institutions, professionals with entrepreneurial competencies, able to make informed management decisions in a dynamically changing market environment, successfully implement competitive strategies development, having the skills of business planning, calculating the effectiveness of various projects, studying and analyzing the market situation, developing the company's pricing and budget policy

The main objectives of the implementation of the development plan for EP "6B04116 Economics":

- training of demanded personnel with higher education that meets the needs of the modern labor market;
- providing practice-oriented training and the end result;
- involvement of students in research activities with subsequent publication of research results in scientific publications;



- increasing the publication activity of teaching staff in order to focus scientific research on the actual needs of the economy and society, increasing the potential for commercialization of scientific results;
- increasing the share of students participating in regional, republican and international scientific and creative competitions;
- advanced training of teaching staff on digital technologies for conducting classes, on language competencies and new teaching methods;
- preparation of modern educational programs with partner universities;
- attracting students to participate in public organizations of the university and the region.

Expected results for EP "6B04116 Economics"

increasing the satisfaction of internal and external stakeholders with the quality of professional training of graduates;

- increasing the share of the dual training system (up to 2 disciplines) at the leading enterprises and organizations of the region;

- successful employment of at least 80% of graduates during the first year after graduation;

- increase in the number of students participating in various scientific and creative events up to 60% of the total number of students according to EP 6B04116 - «Economics»;

- increase in the publication of teaching staff EP 6B04116 - «Economics» in rating publications (based on information resources on the Web of Science platform (Clarivate Analytics) and Scopus (Elsevier), etc.);

- an increase in the proportion of teaching staff who have completed courses to improve language competence and digital learning technologies;

- creation of an educational environment to meet the educational needs of students in the modern labor market;

- activation of the involvement of students in the public life of the university and increasing the level of professional training

**- Target indicators and activities for their implementation within the framework of EP "6B04116 Economics"**

| Target indicators   | Target indicators | Target indicators |      |      |      |      |      |
|---|-------------------|-------------------|------|------|------|------|------|
|   |                   | 2020              | 2021 | 2022 | 2023 | 2024 | 2025 |
| 1   | 2                 | 3                 | 4    | 5    | 6    | 7    | 8    |
| Increase in the proportion of graduates studying under the university's undergraduate program who are employed in the | %                 | 50                | 55   | 60   | 65   | 70   | 80   |

|   |        |    |    |    |    |    |     |
|---|--------|----|----|----|----|----|-----|
| first year after graduation   |        |    |    |    |    |    |     |
| Number of dual programs under memorandums of cooperation with external stakeholders   | Кол-во | -  | 1  | 1  | 1  | 2  | 2   |
| Growth of teaching staff publications in rating publications (based on information resources on the Web of Science platform (Clarivate Analytics) and Scopus (Elsevier), JSTORE, etc.)                        | %      | 5  | 10 | 10 | 15 | 15 | 15  |
| Coverage of students participating in R&D from the total contingent of full-time students (without distance learning)   | %      | 30 | 30 | 30 | 40 | 50 | 60  |
| The share of teaching staff who completed advanced training courses in digital technologies for conducting classes and new teaching methods to improve and master new competencies in accordance with the EP. | %      | 20 | 40 | 50 | 60 | 70 | 100 |
| The proportion of teaching staff who have completed courses to improve language   | %      | -  | 5  | 5  | 10 | 10 | 15  |

|   |        |      |      |      |      |      |      |
|---|--------|------|------|------|------|------|------|
| competence (from full-time teaching staff);   |        |      |      |      |      |      |      |
| Number of joint educational programs with partner universities  | КОЛ-ВО | -    | -    | -    | 1    | 1    | 1    |
| The share of students covered by participation in public organizations of the university and the region   | %      | -    | 5    | 5    | 10   | 10   | 15   |
| Activities to achieve target indicators   |        | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
| Implementation of dual education programs for students  |        |      | X    | X    | X    | X    | X    |
| Conclusion of an agreement and memorandums of cooperation within the framework of the OP  |        | X    | X    | X    | X    | X    | X    |
| Allocation of funds for the passage of teaching staff of the university refresher courses on new digital technologies to improve and master new knowledge |        |      |      | X    | X    | X    | X    |
| Attracting students, undergraduates and doctoral students to ongoing research   |        | X    | X    | X    | X    | X    | X    |
| Participation of scientists in joint research projects with universities in Kazakhstan and abroad   |        |      | X    | X    | X    | X    | X    |
| Creation of a material base for stimulating teaching staff for the development of language competencies   |        | -    | -    | X    | X    | X    | X    |
| Conclusion of agreements and memorandums on joint programs  |        | -    | X    | X    | X    | X    | X    |

|  |  |   |   |   |   |   |
|--|--|---|---|---|---|---|
| Participation of students and young personnel in various events of the university, city and region |  | X | X | X | X | X |
|--|--|---|---|---|---|---|

#### **4. Mechanisms for the implementation of the development plan of EP "6B04116 Economics"**

The development plan for the development of EP 6B04116- "Economics" provides an integrated approach to the implementation of activities focused on achieving the goal through the solution of formulated specific tasks, contributes to the implementation of planned activities in full

At the end of the academic year, at a meeting of the department, monitoring of the EP "6B04116 Economics" is carried out, with the participation of all interested parties, the results achieved, the effectiveness and efficiency of the implementation of the EP "6B04116 Economics" are discussed. Analysis of the achievement of target indicators are considered at a meeting of the department with the participation of leading teaching staff and other interested parties.

The monitoring results are submitted for discussion to the Academic Council on the quality of the faculty. Based on the analysis of the monitoring results, adjustments are made to the development plan of the EP "6B04116 Economics", but not 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 areas. Based on the results of the monitoring, the management of EP 6B04116- "Economics" 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 the annual report of the faculty within the framework of strategic indicators and results for evaluating the University Development Strategy as a whole.

The processes of formation, monitoring and implementation of the development plan EP 6B04116 - «Economics» should be based on the principles of openness and transparency. The development plan for EP 6B04116- "Economics" is posted on the official website of the university.

#### **5. Risk management arising in the process of implementation of EP "6B04116 Economics"**

| Name of a possible | Possible consequences if risk management measures are not taken | Risk Management Measures |
|--------------------|---|--------------------------|
| risk               | 2   | 3                        |

|  |  |   |
|--|--|---|
| 1  | Decrease in the number of students, reduction in teaching staff  | It is necessary to carry out active work on the attractiveness of this EP 6B04116- "Economics" in order to attract a new contingent of students on the basis of attracting grants and scholarships to students  |
| Reducing the contingent of students in the EP "6B04116 Economics"  | Possible decrease in the quality of graduates and the comprehensibility of students in the state language.   | Increase in the release of own publications of the UMR teaching staff of the department according to the content of the courses EP 6B04116 - «Economics» and their acquisition from outside   |
| Decrease in the release of educational and methodological literature in the state language in specialized disciplines  | Decrease in the scientific potential of teaching staff.  | Training of scientific personnel through master's and doctoral studies (PhD) based on the attraction of grants and other sources of funding.  |
| The outflow of personnel from the system of education and science, caused by the discrepancy between the level of remuneration in the industry and the average level of wages in the country | Decrease in the share of teaching staff who have the opportunity to manage scientific projects and graduation theses in the OP "6B04116 Economics" | Involvement in the educational process of leading managers of second-tier banks, heads of organizations, large companies, etc.  |
| Weak motivation of teaching staff to publish scientific papers in journals with a non-zero citation index  | Decreased attractiveness of EP "6B04116 Economics", failure to master target indicators  | Draw up a plan for the publication of teaching staff in foreign publications with a non-zero impact factor with fundraising at the expense of grant projects from the state budget, receiving scholarships for scientific research (Best university teacher), |
| Reducing the share of students covered by external academic mobility   | Decrease in the level of commercialization of research work at the university  | Ensuring on an ongoing basis the academic mobility of students and teaching staff, through joint educational programs with partner universities.  |

## **6. Financial support for the development plan of EP "6B04116 Economics"**

Financial support for the implementation of the Development Plan EP 6B04116- "Economics" for 2020-2025 will be carried out from the university's funds, as well as by attracting funds from state and other sources of funding.

Capital and operating costs are assumed.