



Independent agency for  
accreditation and rating

**REPORT**

**FOREIGN EXPERT COMMISSION (FEC) ON THE RESULTS OF THE VISIT  
Kazakh University of International Relations and World Languages after Abylai Khan**

**ACCREDITATION OF SPECIALIZED PROFILE  
OF EDUCATIONAL PROGRAMS**

**5B050400 "Journalism"**

**6M050400 "Journalism"**

**Almaty, April 28-30 2015**

According to the order from 04.24.2015 №08-15 OD, the independent agency for accreditation and rating in the period from 28 April to 30 April 2015 external expert committee evaluated the conformity of educational programs for clusters of educational programs in Kazakh University of International Relations and World Languages named after Abylai Khan:

1 cluster – 5B030200 International Law, Jurisprudence 5B030100;

Cluster 2 - 5B050600 Economics 5B051000 LGU, 5B051100 Marketing;

Cluster 3 – 5B090200 Tourism, Tourism 6M090200, 5B090400 SCS;

Cluster 4 – 5B050400 Journalism, Journalism 6M050400.

Report of the External Expert Commission (EEC) contains an assessment of educational programs provided educational organization criteria IAAR recommendations of EEC for further improvement of educational programs and settings of the profile of educational programs KazUIR & WL after Abylai Khan.

The composition of the EEC:

**Chairman of the commission** - Sagintayeva Saule Sovetovna, doctor of economic sciences, professor, vice-rector for academic activities, the Kazakh University of Economy, Finance and International Trade (Astana, Kazakhstan);

**Foreign experts** - Dmitry V. Vasilyev, Ph.D., Associate Professor, Vice-Rector, Institute of Public Administration, Law and innovative technologies, expert 'Guild of experts in the field of vocational education "(Moscow, Russia);

**Foreign experts** - Eric Vaigniene (Prof.Erika Vaigniene), professor, deputy director for scientific work, innovation and quality, the International Business School at Vilnius University, an expert FIBAA (Vilnius, Lithuania);

**Foreign experts** - Elena Subbotina, Ph.D., professor of "Hospitality Management" LEU VPO Moscow branch, Russian International Academy of Tourism; expert 'Guild of experts in the field of vocational education "(Moscow, Russia);

**Expert** - Movkebaeva Galia Ahmetvalievna, doctor of historical sciences, professor of international relations and the world economy Kazakh National University. Al-Farabi Kazakh National University (Almaty);

**Expert** - Akybaeva Gulvira Sovetbekovna, Ph.D., head of the office of the registrar of Karaganda State University. EABuketov;

**Expert** - Ivleva Nadezhda, PhD., Associate Professor, Head of Department of "Tourism and service" Kazakh Academy of Sports and Tourism (Almaty)

**Expert** - Jumabekov Meyram Kenesovich, Ph.D., Associate Professor, Head of Department of Journalism of the Karaganda State University. EABuketov;

**The observer from the Agency** - Kanapyanov Timur Erbolatovich, head of international projects naaru (Astana);

**Employer** - Denis V. Kolpakov, Director of LLP «RPG of Kazakhstan»;

**Employer** - Dzharbolova Elmira Elubaevna, director of "NurAne1";

**Student** - Sauat Kairat Kaniyaruly, 4th year student of the specialty "Finance" of the Institute of Law and Economics of the Abai Kazakh National Pedagogical

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PRESENTATION of Kazakh University of International Relations and World Languages after Abylai Khan

Kazakh University of International Relations and World Languages after Abylay Khan (hereinafter - KazUIR & WL) was established in September 16, 1940. Order №262 of October 23, 2001, the Committee for State Property and Privatization MF RK approved the Charter of JSC KazUIR & WL after Abylaikhan.

В КазУМОиМЯ им.Абылай хана в 2011 году была принята Стратегия развития КазУМОиМЯ им.Абылай хана на 2011-2017 годы.

05.11.2001 of JSC "Kazakh University of International Relations and World Languages. Abylai Khan "was registered in the Department of Justice of Almaty.

In accordance with Article 90 of the Law of the Republic of Kazakhstan dated May 13, 2003 "On Joint Stock Companies". Closed Joint Stock Company "Kazakh University of International Relations and World Languages. Abylai Khan" by the general meeting of shareholders was renamed JSC "Kazakh University of International Relations and World Languages. Abylai Khan" and passed the state re-registration of June 17, 2003.

The strategy of KazUIR & WL after Abylay Khan for 2011-2017 in 2011 was adopted.

KazUIR & WL after Abylai Khan Mission is to create a modern innovation-oriented university internationally adaptive type as a single scientific and educational innovation center that provides high-quality training of specialists for multivector international interaction of the country.

The strategic vision of the University is an elite world-class university, a leading and methodical center of innovative development of the system of foreign language education with an effective system of strategic management, providing quality training of specialists according to educational standards and requirements.

General management of the JSC "Kazakh University of International Relations and World Languages after Abylai Khan" is conducted by The Board of Directors. The executive body of JSC "Kazakh University of International Relations and World Languages after Abylai Khan" is the Board. Chairman of the Board is the Rector of the University.

Organizational structure and management of the university is focused on the principles of collegiality by discussing the main issues at the meetings of the Academic Council, the Training Council, administration, the council of the faculty, Science and Humanities Council and the adoption of appropriate solutions to ensure control of the main issues.

Currently, the university has five basic faculties: Faculty of Philology and Translation, Faculty of Education, Faculty of Management and International Communication, Faculty of International Relations and the Faculty of Oriental Studies.

University management and research has implemented 4 FFPs complex in the main areas of the University of Professional Education. The structure of each complex INA introduced full-time research and development of innovative application-school with its scientific applications laboratories (NIPL); developed and approved the program of development of INA complex and each of them subordinate structures: scientific schools, laboratories, training units (faculties, departments); introduced reporting schedule INA complexes for scientific and Humanities Council on the planned development of innovative, intelligent products and their implementation.

Established and functioning applied scientific centers, institutes, laboratories and science areas of vocational education, special programs which are designed to ensure the integration of "science education - innovation." They are:

- Scientific and Applied Center of innovative technologies;
- International Centre for Global Studies and Applied Political Science (University of Turin, Italy, Nanyang University of Singapore, KazUIR & WL);
- Center study of foreign language education issues;
- Research Institute of Informatization of education;
- Educational experimental laboratory "Modern School: foreign language education";
- Is designed, tested, and laid the basis for the modeling of all the educational programs of specialties "Universal design competence-modular vocational education program" (adopted by the Consortium of Humanitarian Universities of Sh.OC member countries).

There are undergraduate students 4715 on the specialty and 232 magistrates are being trained, undergraduates enrolled in the doctoral specializations 9 doctoral students. Training is carried out in Kazakh, Russian and English.

Kazakh University of International Relations and World Languages provides training on the basis of the State license number 0137365 from 03.02.2010 series AB of and annexes issued by the Committee for Control of Education and Science of RK, 16 undergraduate majors, 10 master specialties, 4 specialties of doctoral conducting training in 14 languages of the world.

On specialty trained undergraduate student 4715 on special Magistrates trained 232 undergraduates enrolled in the doctoral specializations 9 doctoral students. Training is carried out in the state, Russian and English.

The total number of teachers is 461 at the University, full-time teachers of them - 441. Number of the staff with degree is 224 people (doctors - 61, candidates of science - 163, doctors PhD - 7), which is 51%. In the work holders of state awards and ranks, correspondent members of NAS RK, academics sectoral and regional academies, 15 winners of the Ministry of Education and Science of the Republic of Kazakhstan "The best teacher of high school." Over the past 3 years 7 university teachers became winners of this contest and awarded a grant.

The demand for graduates in the labor market is evidenced by the fact that more than 85% of the graduates are employed by the graduation year.

In 2014, the University Dissertation Council functioning "Philology" on 3 specialties, in which he successfully defended 6 doctoral students.

In 2012-2014, research was conducted in KazUIR & WL 5 basic research grant funding MES. Total funding of scientific research projects on budget of MES three years amounted to 24 000.0 thousand tenge (twenty-four million) tenge, which is 5 times more than in 2011. JSC "NCSTI" registered 10 research initiative -research projects.

All research projects in 2013 was attended by 140 students and faculty staff, including faculty staff – 89, students - 51 (students - 12 people.), Undergraduates - 29 people, Doctoral - 8 pers.). Thus, the number of full-time university faculty on the implementation of research projects was drawn 21% of teachers.

KazUIR & WL - participated in a number of international projects: 2 projects under the Association of Francophone Universities, 2 projects under the Korea Foundation, two projects under the program TEMPUS, network project Giessen University, Justus Liebig.

In the 2012-2013 academic year, KazUIR & WL won a grant "Project TEMPUS« Documentation of quality assurance of training programs", in which there is documentation on the development of e-agreed standards to ensure the quality of educational programs. The amount of funding for the project amounts to EUR 3533.6.

In 2013-14, the University has won one more TEMPUS project "Student government and democratic participation in Kazakhstan." The amount of funding for the project amounts to EUR 1741.3.

Universities actively recruit teachers and leading professors from other countries, as in the past 3 school years to the educational process KazUIR & WL after Abylay Khan were involved in 34 foreign professors from the United States, Switzerland, the UK, Russia, France, Italy, etc.

69 teachers were trained and received international certificates of the British Council program "Teaching technology FL", 112 teachers received international certificates of IELTS. 30 people have been certified for retraining "media journalism" by the University of Teesside (UK). 23 people on the program "Bolashak" (overseas internships, dual masters degrees, masters and doctoral targeted grants from foreign partner universities).

On the basis of bachelor's and master's programs are implemented double-diploma education programs. Students of accredited specialties successfully trained on specialties with high school diploma partner:

- «Economy", "International Law" at the same time, students receive a diploma of the University of Wuhan University (China), University of International Business (China) (baccalaureate);
- "Tourism", "Journalism" with Dalian University, Haynyan University and Wuhan University;

The shape and structure of student government organization is the on Youth Policy Committee, Center for student initiatives, student trade union, student deans, student councils of dormitories, student security service. At the university student clubs: University debate club "Abylai Khan" intellectual club for Brain Ring, the club of funs and smarts, group "Zhasyl El." For the realization of creative abilities at the University works ART-club Poetry Club "Parasat" volunteerism "Komek."

The University Library is a member of Information Consortium of Libraries of Kazakhstan, where users are able to access to worldwide scientific databases: Elsevier, Scopus, Science Direct, Emerald, Springer, Oxford University Press, Science, Thomson Reuters (Web of Science, Web of knowledge-library) . Web-IRBIS has been launched in the university - project outside access to the electronic catalog and electronic library.

Due to the evaluation system of ratings agency QS World Universities UK our University was among the internationally recognized universities.

University has been accredited on the international level, conducted by the agency AQAS (Germany) on 6 specialties; received institutional and specialized national accreditation carried out by the Independent Agency of accreditation and ranking; an expert assessment of the European Commission to assess the quality of training of interpreters, translators, provided by the University of the targets of the Presidential Administration on the basis of the Open Office interpretation at providing grant MES; by National Business Rating the University has been recognized as "best company of the year" with the award of a medal and a certificate.

KazUIR & WL after Abylai Khan received several awards of international recognition: Austrian Honorary Cross for their contribution to the development of education and culture; The honorary title of "Leader of education", assigned to the Cambridge Science Association; Honor "Olive Branch" of France for its contribution to the development of education and culture; International awards European Agency "European Quality" (2014); "United Europe for their contribution to the development of educational integration" (2007); The honorary award "Socrates" for the intellectual development of the younger generation.

Material and technical base of the University involved in the educational process:

- 5 Academic buildings, the total training area is 32 367 sq.m.
- 3 Housing dormitories, total area - 17,529 sq.m for 1,450 beds
- 1 Building of the sports complex, the area - 1400 sq.m (7 halls)
- Libraries: 5 reading rooms, 7 resource centers, area - 1663 sq.m.
- Computer park - 705 computers
- Unified information intranet system of open terminals on the case, a single e-Library System
- Recreation center on Kapchagai.

#### EEC VISIT DESCRIPTION

Activities EEC Independent agency for accreditation and rating (hereinafter – the IA for A&R) was carried out on the basis of the program of the visit of external experts specialized accreditation in the period from 28 to 30 April 2015. Necessary work materials were presented to members of the EEC of Independent Agency of accreditation and rating.

In order to assess, clarify and supplement of the content of self-represented experts met with the rector, vice-rector on activities, Dean of the Faculty of International Relations, Faculty of Management and International Communications, Head of Department "Economics and Management", "International Law", "Management of International Tourism" "International Communications" heads of departments, teachers, students, alumni, employers and employees from the various departments. Total meetings attended by 321 people.

In order to obtain objective information on the evaluation of educational programs EEC members of the HAAP use methods such as: meetings, visits, discussions and interviews with employees of various departments, students, a survey of teaching staff and students.

In general, the activities planned during the visit EEC the IA for A&R have contributed a detailed introduction to the training of experts of the University infrastructure, material and technical resources, teaching staff, representatives of organizations of employers, learners (students, undergraduates), and graduates. This allowed members of the EEC the IA for A&R an



independent assessment of compliance with the data contained in the reports of the self-evaluation of educational programs of the university specialized accreditation standards criteria.

In the process of examination of EEC infrastructure of the university has been inspected: visit classrooms in the educational building of the university, faculties, the Center for Marketing Research and Management, Center for Applied Economics, online educational resource center.

To assess the quality of the educational process EEC members attended sessions on accredited specialties.

EEC had all the convenient conditions to work, access to all necessary information resources. The experts note a sufficient level of open universities, management commitment, faculty staff and students to the improvement and development of the university, the development of information and educational environment.

#### OVERALL ASSESSMENT OF EDUCATIONAL PROGRAMS

University prepares specialists in bachelor's, master on the basis of the State license number 0137365 from 03.02.2010 series AB of and annexes issued by the Committee for Control of Education and Science of RK, the following bachelor's and master:

№	Code	The name of specialty	date of the annex to the license and it's number
1	5B050400	Journalism	series AB № 0137365, of February 03 2010 y. The number of annex to the license № 0107029
2	6M050400	Journalism	series AB № 0137365, of February 03 2010 y. The number of the annex to the license № 0107032

The implementation of educational programs for specialty 5B050400, 6M050400 Journalism is carried out in accordance with State educational standards of the RK, the State program of education development until 2020, the Development Strategy KazUIR & WL by Abylai Khan 2011-2020 Strategic Development Plan for 2011-2017 KazUIR & WL, Plan of development of educational programs on specialties.

Work on the implementation of educational programs accredited specialties is aimed at ensuring adequate quality international professional foreign language training of personnel for a wide range of international integration, media spheres of cooperation of the Republic of Kazakhstan in a globalizing world.

The unique and innovative educational programs accredited specialties provided by the formation of professional competencies in accordance with the author's educational technology (S.S.Kunanbaeva, 2009) in the unity of professionally oriented, professionally-based, professional identity, intercultural communicative competence.

1. Initial-formed professional competence is a competence-oriented staff with their sub competence providing an effective introduction to the profession, and is formed in the course of studying of disciplines Ltd. unit, which includes the ideological and socio-adaptive sub competences of EP.
2. The following is a competence-based professional competence, forming the content of profession, i.e. substantial awareness and implementation of the block is formed by the basic disciplines that form the information-analytical and creative-artistic sub competences.
3. Vocational and identifying competency is on the range and level of professional skills most appropriate to achieve the ultimate professional and meaningful performance in training and put into the process of implementing the block of core subjects which form the analytical and predictive and projective sub competences.

A special place in the component composition of the competent specialist model in KazUIR & WL after Abylai khan takes intercultural communicative competence as a special kind of competence, going through all the components of not only the entire composition of competences, due to the fact that it is in a branch foreign language education plays a system-base. For a journalist communicative and discursive sub competent are important.

The uniqueness and innovation developed at the University of Competence Model of education is determined by agreement with the National Qualifications Framework, which defines for specialties of higher and postgraduate education skill levels 3-6.

Binding and direction of each kind of competences to master a specific curriculum module to structure the content of the educational program in the integrity of the program specialization, updated in Basic Professional Elective Programme (BPEP). The competitive advantage of the educational programs is the possibility of additional adjacent specialization in accordance with the prerequisites of the program, actualized in the Additional Elective routines (Depp).

For example, students of the specialty "Journalism" in choosing AEPP "International Journalism" can choose Additional Elective Professional Programmes (AEPP) "The organization of PR-activity", "Organization of editorial activity", "etc.

Component part of the professional competence is universal, while the criteria handles each specialty filled with their own content in accordance with the Dublin descriptors, language

is written SES specialty. Competence model is adjusted annually in accordance with the requirements of the labor market. The university component of educational programs presented in the form of EEP and AEPP as an integrated educational programs as an alternative to discrete choice disciplines, adjusted annually in accordance with the demands of employers and students that is reflected in the catalog of elective modules.

Uniqueness and innovative educational programs in journalism bachelor - master is the development of modern modifications of the basic disciplines themselves. By entering into the structure of modern educational applications and technological competency training units, university provides their first training through agencies that are certified on these aspects, and then after they have received the certificate instructs them to develop their training programs on how to function. Thus, in the current academic year, teachers of the department Shevyakova TV and Zhabayev AN have been trained on the basic course "Project Management Technology" according to international standard A Guide to the Project Management body of knowledge (PMBOK®GUIDE) - Fifth Edition, Project Management Institute, Inc., 2013), all the teachers of the department attended master classes Vice-President of the International Eurasian Academy of TV, radio and the press, Professor, Head, Chair of Internet and broadcast journalism Academy Kipras Mazeikiu, "Discourse-media discourse Videography" Ph.D., professor of Volgograd State Pedagogical University Zheltukhin MR, Burenina Petrov-OD (Univerositet Zurich (Switzerland) "Modern Western philological sciences: trends, styles, trends, VI Karasik, Volgograd University" Problems of media discourse. "

Achieving these objectives is guaranteed by the fact that the perpetrators of basic educational processes are highly qualified from among scientific and teaching staff, foreign specialists (Ph.D., professor Ahatova BA, PhD, Professor GG Gizdatov., Ph.D., professor Shevyakova TV, Ph.D., professor Kulgildinova TA et al.)

The competitive advantage of the educational programs accredited specialties are:

- An integrated model of scientific and innovative vocational education management system and infrastructure of the university with the help of activities generated by the University of INA four-complexes;
- preparation of students of bachelor and master degree in the dual degree program in journalism with leading universities of China Wuhan University (bachelor's degree), UK Teesside University (master's degree);
- maintaining a professional and sectoral projects commissioned by Akimat of Almaty, media companies "Kazakh Gazetter", chamber of Entrepreneurs of Almaty, Akim machinery of Almaty district, Almaty Confederation of NGOs, "RPG Kazakhstan, NGO "Almaty zhastary (production)" at the Akimat of Almaty district "The Kazakh encyclopedias";

- a joint training program with the Al Farabi KazNU, which involves ensuring the PPP unit of international journalism;

- formation of professional competence in the process of professional training (from 1st semester to 7th semester in the amount of more than 26 credits for the entire period of study at the undergraduate level; 6 credits given for annually; a number of relevant disciplines accredited specialties cluster is in English).

The educational process is based on the use of modern innovative (case assignments, project work, peer review reports, etc.) and information and communication techniques (videoconferencing, TV debates, etc.).

Evaluation of educational achievements and the level of training of students are provided through the use of point-rating system using the automated system "IC.University and educational portal as the basis of the "Electronic University".

The degree levels bachelor-master 5B050400 M - Journalism service of the Department of International Communications, "International law", "History of Kazakhstan and social Sciences", "Pedagogy and psychology", "Kazakh Philology". Department of critical approach to the analysis of its activity: assess strengths and weaknesses; define the concept of education policy. Planning, forecasting, management and implementation of educational programs of the Department are in accordance with long-term development plans and work plan for each academic year. The scope of the issues at meetings of departments covers the main directions of their activity. The analysis of work plans and minutes of the meetings shows that the issues under consideration correspond to the actual EP tasks and decisions contribute to the improvement of training of bachelors and masters and sustainable development of the University.

Training on the basis of credit technology and modular educational programs provides a choice of individual learning paths, elective courses. PPS educational programs interact with potential employers, identifying their views about the quality of educational services; automation of control and accounting knowledge of educational achievements of students; having students practice bases and experimental sites; the operation of an electronic library with access to library resources.

## COMPLIANCE WITH THE STANDARDS OF SPECIALIZED ACCREDITATION

### Standard "MANAGEMENT of EDUCATIONAL PROGRAM"

The management of the educational program accredited "Journalism" provides a Model of integrated scientific and innovative training management system and infrastructure of the University through formed on the activities of the University four the INA-complexes. Such a management-organizational structure as the INA-complexes open to an organic fusion of professional education, science, business and industry, those forms of performance and productivity that are inherent in Humanities-intellectual and industrial sector. In the development strategy of KazUIR&WL to 2017, adopted in 2012, identifies priority directions of development of the specialties of the University. Plans for the development of educational programs designed to meet the basic provisions of the Strategy of development of the University and approved in 2013. Strategic development educational programs implemented in the context of the 7 strategic directions (SN): It should be: the strategic development of educational program is implemented in the context of 7 strategic directions (SD)): uniform scientific-educational professional-innovative infrastructure of the University, training the new competitive graduates through modifying basic specialties upon the world and domestic labor market, integration of science, education and innovation, innovative directed training and retraining of staff in reserve in the country and abroad, internationalization of special higher education and interaction of corporate research with scientific educational co-society, participation of the University in the activity of internationally recognized consortiums and organizations, modernization of infrastructure development of material base and informatization of the University. For the formation of the development plan of EP involved representatives of stakeholder groups: students, faculty and employers. Plans for the development of educational programs are developed based on the analysis of the operation EP, and preliminary discussions in academic groups, chair meetings and academic councils of the faculties, the results of which proposals, amendments and changes. On the basis of development plan developed by the interaction with employers, leading foreign universities and other stakeholders:

- improving the skills of teaching staff: UCL, Reading University (UK), Warmian-Masurian University (Poland), Zurich University (Switzerland), University Olomouc (Czech Republic),

University of St. Cyril and Methodius in Trnava (Slovakia), etc.;

- attracting practitioners to the reading of majors, advising and co-supervision of final qualifying works: Zhakyp B. U. - Director of "Kazakh encyclopedias", M. Mukashev - Director of Almaty branch of Kazakh radio; Yarovaya N.V.- senior manager of "RPG Kazakhstan".
- conduct practices and analysis of educational programs – more than 30 agreements on social partnership.

Accredited programs are characterized by a high level of cooperation with universities and scientific organizations of the Republic of Kazakhstan and abroad: KazNU. Al-Farabi Kazakh national University, Teesside University (UK), Wuhan University (China), University of the Hansa (the Netherlands), etc. Workshops: General Director of the Agency "international press club. Chumikov PR and consulting, Vice-President and Chairman of the Committee on education and professional competitions of the Russian Association on public relations (RASO), winner of the National award in the sphere of relations with public relations "Silver Archer" award of the Union of journalists of Russia, a special scholarship by the U.S. State Department, PhD, Professor A. N. Chumikov on "Communication technologies: tradition and innovation" (Russia); Professor George Mason university S. Samoilenko, on the theme: "Military field PR: the new rules of PR and marketing in crisis management", international Center for journalism MediaNET for business journalism, human rights journalism, media coverage of environmental issues, a training seminar blogging platform "yvizion.kz" with the participation of the President of the Internet Association of Kazakhstan Aset Nurpeisov, the Manager of the blog platform "yvizion.kz" Samson Serene, journalist-editor of the TRC "KTK" Adilya Noruzova.

Educational programs are developed based on the model curriculum or SES specialties and are consistent with the mission of the University and the needs of the labor market. The provision of quality educational services in higher education, the adequacy of existing educational programs modern requirements are at a sufficient level. EC notes change from elective courses educational programs over the past three years with regard to the requirements of consumers. The planning of the educational process is based on the model curriculum and catalog EEPP and AEPP, individual educational plans of students and undergraduates. The directories EEPP and AEPP, which represent the course summary, pre - and post-requisites, are updated annually and are available to students through print and electronic media on the educational portal of the University, deans, and departments. The sequence of the study subjects considered in the structure and content of curriculum and built using a system of pre - and post details. You can also note adequate methodological standards developed training documentation.

Individuality and uniqueness accredited programs – focus on the needs of employers, namely:

- the basis for educational programs at bachelor-master laid the original competence model of a specialist, implemented through a set of complementary competencies that provide for the consistent development of professional competences media profile based on the multilevel system of education in the preparation of bachelors and masters within the competency paradigm;
- learning a foreign language (from 1st semester to 7th semester in the amount of loans more than 26 for the entire period of study at the undergraduate level); at the graduate level – 12 credits.
- the formation of individual trajectories of students by choosing EEPP, AEPP and MOS;
- the opportunity for professional certification through modifications to basic courses of the specialty.

Development benchmarks EP structured by the types and areas of business and include administrative, educational, research, educational and vocational activities.

The effectiveness of the development plan of EP accredited specialties confirmed the successful participation of students in Republican Olympiads and scientific competitions, high-quality practical training, after which students receive letters of thanks from employers and offers of further employment, involvement as professionals in such agencies and organizations, such as the Department of entrepreneurship and industrial-innovative development Almaty, Kazakh radio, TV Channel NTK SEC "southern capital", etc. The feedback system and inform students, employees and stakeholders operates through regular meetings of the rector and Vice-rectors with the team, conducting Councils of the faculties with the participation of the rector and Vice-rectors, the functioning of the student government, the presence faculties of the boxes for complaints and suggestions, the blog of the rector on the University website.

KazUIR&WL carries out planning and monitoring, measurement, analysis and improvement to demonstrate compliance with the educational services the national standards, the consumers, to ensure conformity of the SMQ and continuous improvement. The scope of the quality management system covers the activities aimed at preparation of specialists with higher and postgraduate professional education. The quality management system KazUIR&WL meets the requirements of MS ISO 9001:2008.

The main provisions, the procedure presented in the electronic document management system <http://cloud.ablaikhan.kz>.

In the activities of the University are actively used information technologies: there are educational portal and information site in three languages, information system maintenance of educational process on credit technology of AIS 1C.University, an educational portal. Online resources contain relevant information, describing the planning processes and the results of the evaluation of its effectiveness for students, staff and the public. Monitoring of key activities for the development of the EP is part of various evaluation committees, audits. Examination of methodological support is at the level of meetings of departments, educational-methodical Council of the faculty, the faculty Council, the educational-methodical Department, educational and methodical Council of the University Academic Council. All measures to control the quality of the educational process conducted at various levels, are recorded in the form of records, statements, and reports and discussed at meetings of departments and academic councils, boards of faculties. Based on the analysis and evaluation of monitoring indicators developed the action plan, the effectiveness of the implementation of which would be considered at the meetings of departments, EMU and the councils of the faculties.

The Commission notes the close cooperation of departments with employers in the organization of practice, graduation design, in conducting career guidance, placement of graduates. Interpretation of the understanding module and competencies that are formed during development deserves special attention and is an achievement of the educational programs. Analysis of the planning of educational activities of the departments shows that the process of developing educational programs not fully involves specifying the names of the courses to foreign teachers. Material and technical base of educational programs in General, teaching at a level appropriate to the requirements of state standards of higher education. In the implementation of educational programs accredited specialties effectively operate the Center for applied communication, the Center of the project.

**Weak points:**

- the objectives of educational program focused on the mission of the University and is aimed at training highly qualified specialists;
- development of key strategic documents is carried out with broad involvement of staff at various levels;
- the mastery of foreign language in the learning process.



**Parts for improvement:**

- improvement of the educational process is seen in the direction of the development of interactive teaching methods, innovative educational technologies in the field of media, methodological support of independent work of students, to enhance the development of electronic educational resources.

*WEC notes that on 18 criteria of this standard accredited educational program have a strong position on 17 criteria – satisfactory and 2 criteria suggest improvements.*

*In order to improve the processes of management of educational programs, the Commission recommends:*

- assess risk of development of educational programs and to identify ways to reduce these risks;
- strengthen the participation of representatives of stakeholders (employers, faculty, students) in the composition of the collegial bodies of management of the educational program;
- to intensify the communication channel, which any interested person may make innovative suggestions to improve the activities of the EP for the University administration and governing bodies.

**Standard specifics of the EDUCATIONAL PROGRAM"**

Implementation of educational programs of specialty levels 5B050400-"Journalism", M-"Journalism" aimed at ensuring international-adequate quality of training of foreign language personnel for a wide range of international integration; media spheres of the Republic of Kazakhstan in globalized world. These problems are solved by the University in close cooperation with potential employers, for example:

- Correspondence with the research institutions are the customers, regarding the subject and content of elective courses (during school year);
- Organization of the Academic Council of the faculty of employers;
- Consideration and discussion of the proposals employers (research institutes);
- definition and description of the content of elective courses, meeting the needs of the employer; the introduction adopted by the Academic Council of elective disciplines in WEP; development of teaching materials on these subjects; discussion and adoption of teaching materials at faculty meeting; discussion and adoption of teaching materials at the meeting of EMU). During the development of teaching materials faculty, leading training in these specialties, discuss the content of courses on methodological associations and scientific-methodical

seminars. EMU undergo internal examination with the participation of experienced costumed and employers, as well as internal peer review, in which is revealed the conformity assessment of the competence model of a specialist, as well as the applicability of the knowledge gained in the course of professional activities. A list of pre-requisites necessary for the successful development of each proposed elective courses is determined Methodical Association (special meeting), shall be approved at faculty meeting, then presented to the EMU University. Potential employers also provide a base for professional practice. Database managers manufacturing practices give the necessary advice on the collection and analysis of practical materials for the reports and dissertations, monitor student work, and feedback, where in addition assessment of knowledge and skills the student indicate the faults or the merits of his theoretical and practical training, as well as suggestions to improve the educational process, the deepening of a course.

To implement the development plan of EP levels 5B050400-"Journalism", M-"Journalism" are reviewed and complemented by training and methodological support with the wishes of the stakeholders (employers and students). The average is updated annually 25% EP elective courses of the bachelor and 10% graduate. On the recommendation of the employers, namely, JSC "Kazakh Gazetter" EP for "Journalism" has been proposed discipline "media critic" and discipline "Specific written and oral communication in journalism. The specifics of creating artistic output matrix of the educational program "Management and marketing in the publishing business." On the recommendation of the Association of broadcasters of Kazakhstan have been proposed and implemented in the EP "Journalism" disciplines "the Work of television and video", "audio-visual media", "Creative industry".

Widely implemented content negotiation OP undergraduate representatives domestic and foreign universities: developed joint modules together with the Kazakh National University named after al-Farabi: "Coverage of human rights issues in the international media", Polish Warmian-Masurian University in Olsztyn). Members of the EC interviews were conducted with faculty, teachers, employers, graduates and students of different courses. Interviewing faculty and employers shows a clear view of continuity of educational programs, formed on the competencies. Quality assessment of educational programs was conducted based on the analysis of curricula, modules directory, individual educational plans of students, the curriculum for the academic

year, teaching materials, results of the survey of students, faculty. EC members reviewed these documents in the disciplines.

A survey of students, visiting members of the EC practice, the analysis of specialized capabilities, multimedia classrooms, teaching and research laboratories shows that in the learning process regularly use active forms and methods of training, information and innovation technology: specialty 5B050400-"Journalism" and M-"Journalism" Members of the Commission attending classes conducted using multimedia technologies:

- 1) T. V. Shevyakova on the discipline of "Internet journalism and new media", was held a practical lesson: "Website Creation" (2 boundary control) in the 3rd year of the Russian Department. Pragmo-professional tasks were discussed on the lesson:
  - designer sites and other necessary programs to create a mockup of your own site;
  - fill its basic content blocks and pages;
  - make the presentation of your website.In class the students were represented by their websites. The presentations indicated the purpose and objectives of the website, its target audience, the main structural elements, design features and content. Following the discussion, the group selected the best work – sites that will be recommended for further implementation.
- 2) M. S. Esimova on the discipline "Coverage of human rights issues in the international media" in the 3rd year of the Russian and Kazakh offices. The lesson was conducted in English in the form of presentations.
- 3) Zhabayeva A. N. on the discipline "Management of media projects" in the 3rd year of the Kazakh branch. The exercise was conducted in the format of professional Studio using multimedia technologies.
- 4) Kultaeva S. S. on the discipline "The Typology of the professional techniques of international journalists. Technology introductory and summary comments in light of the international situation" in the 3rd year of the Russian Department. The aim of the session was to improve and promote the network of a certain journalistic products. In offered for students presentations, students will determine the purpose of the investigation, their step-by-step actions during the investigation, possible problems and necessary resources.
- 5) B. A. Akhatova on the discipline of "Communication technology" for students of the 1st course, lecture topic: "Communication behavior". The purpose of the lecture is to reveal the essence of the concept "communicative behavior", to consider the types of communicative behavior and their positive and negative characteristics; to familiarize participants with the

characteristics of each type with examples. The lesson was conducted in English in the form of presentations.

Educational programs include discipline, training innovative learning technologies, including interactive teaching methods, teaching methods with high involvement and motivation of students, which contributes to the development of professional competences of students with regard to their individual interests and abilities. Basic and profile disciplines contain modern achievements of science, engineering and technology. Research results are implemented in the educational process (there are sheets of negotiation with employers and social partners). Within accredited EP is implementing the following projects: "Media Discourse as a factor in the positioning of Kazakhstan in the international arena, funding 2000,0 thousand tenge. Registration card research project NC STI presents.

Actively participate teaching staff accredited specialties in international, national, regional projects:

- Ph. D., professor Selegilina T. A. program 055 "Scientific and/or scientific and technical activities" MES RK "Scientific and theoretical basis for the universalization of the languages of the Trinity" 2011-2014.g. Funding in the amount of 3000 tenge.;
- d. sc.n., professor B. A. Akhatova participated in the International research project on "assessment of the expectations of employers on the subject of communicative competence of specialists communicators in Kazakhstan and the United States." Implementation period: 2010 – 2012;
- d. sc.n., professor B. A. Akhatova participated in the International research project on "the Impact of language and culture on the consciousness of the Kazakh and Chinese students. Images of Kazakhstan and the Chinese in the information space of both countries". Implementation period: 2008 – 2012;
- d. sc.n., professor B. A. Akhatova, phys.n., professor T. V. Shevyakov participate in International research network project Kazumoinya and Giessen University (Germany) on the topic: "Zone of cultural conflict in Eastern Europe". 2014-2017 funding: DAAD.

There is a balance between theoretical and practice-oriented disciplines, the title and content of the disciplines correspond to the actual directions of development of the specialty. In EP regularly carrying out exercises of practical orientation. In particular, the holding of special seminars and discussions of the latest methodologies and learning technologies. Within the program students have the opportunity to attend at least one discipline in the field of

their specialization, taught by a practicing professional. Members of the EC interviews were conducted with faculty, graduates and students of different courses according to the programme of work of the EC. Employers were attended by representatives of the RTRC "Kazakhstan" SEC "southern capital", 31 channel, Creative Business FMA production, Kazakh radio, 365 info.kz, VOX POPULI, the Corporation "Kazakh gazetter", LLP media companies "ZAN" ("Themis"), the Association of broadcasters of Kazakhstan, Workshop TV, IE "Arlan", the company producing TV content, magazine "Expert Kazakhstan", "Industrial Kazakhstan", "Rker", "Moldir Bulak", Association for the promotion of development and investment business EXPO BEST" LLP, "Communication group "Image partner", Public Association "Almaty zhastary" (Almaty-production audio) etc. Interviewing employers shows high satisfaction with the quality of graduates accreditation specialties, in particular the possession of OIA at a high level, the formation of professional skills.

Quality assessment of educational programs was conducted based on the analysis of curriculum catalog elective courses, individual study plan of a student, the curriculum for the academic year, teaching materials, questionnaires of students and faculty.

A survey of students, visiting members of the EC classes on disciplines "online journalism and new media", "Coverage of human rights issues in the international media", "media Management" special classrooms, teaching and research laboratories shows that in the learning process regularly use active forms and methods of training. The results of the survey, which was attended by 95 students (66 students in Russian, 29 in the Kazakh language), shows that overall, students are satisfied with the quality of services provided. 13 people expressed dissatisfaction with the lack of rest rooms for students. The formation of professional competence of students is carried out through the content, scope and logic of construction of individual trajectories of students. As elective courses include discipline, communication, international character, directed on study of current state of science-related media trends and innovative technologies. The content, volume, the logic of construction of individual learning paths based on competently composed of modular educational program of the specialty. Educational program by level bachelor – master determine the order of learning for individual students educational trajectories, the order of registration of students on the attendance at training sessions, conducting of current, intermediate and final control, intermediate and final state certification, assessment of students, the organization of the passage studying practices and internships, etc.

Educational program on the levels of bachelor – master is updated due to change state obligatory standards of education or the introduction of new trajectories and elective courses, as well as in accordance with the requirements of the employers, which is reflected in the catalogue of elective disciplines for the academic year (minutes of meetings of departments, faculties represented).

For logic structuring courses and individual subjects used a multilevel system analysis and modeling: feedback from consumers (students, graduates, and employers), analysis of cross-cutting categories and concepts. In accordance with the analysis annually to determine the sequence and logic of the training material. Individualization of the educational program.

Rules of the organization of educational process on credit technology provide for the enrollment in the elective subjects, which makes an individual learning path. Selection of subjects is based on individual characteristics, needs and cultural experience of the student and is reflected in the individual plans of students.

Catalogue of elective subjects and takes into account the recommendations of potential employers and for the purpose of formation of professional competence of students. The volume of the discipline and forms of employment are reflected in the syllabus.

The strengths of the EP are:

- Regular revision of curricula and programs of educational disciplines is done once a year to discuss the involvement of employers;
- Carried out continuous monitoring of progress and achievements of students;
- Requirements for performance assessment designed to document described and are available for teachers and students.

**Areas for improvement:**

- Expansion of the students involved in research work, increasing the number of student publications not only in the media but also in scientific collections, journals.

**By the standards of "The specifics of educational programs" WEC notes that the 19 criteria of the standard university has a strong position on 14 criteria satisfactory.**

The Commission recommends:

- intensify efforts to bring to decision-making of employers and stakeholders;

- to strengthen the control of employment of graduates, including the assessment of satisfaction of employers.

### **Standard "Teaching staff and teaching effectiveness"**

Educational programs 5V050400 - "Journalism", 6M050400 - "Journalism" train qualified teachers. The university skillfully uses the factor of the southern capital, complementing staffing with degree by attracting qualified professionals. Recruitment at the University is conducted on the basis of the rules of competitive replacement faculty positions as required by job descriptions. Staff Indicators and degreed sectional departments and educational programs meet standards.

Requirements, the level and specificity of the educational programs, in accordance with the Model qualification characteristics of teachers and persons equated to them (order of the Minister of Education and Science of Kazakhstan № 338 from 13.07.2009g.)

SES RK № 1080 of higher and postgraduate education (Government Resolution of 23 August 2012). In accordance with the regulations established by the law of the Republic of Kazakhstan "On Education" is determined annually by the State University faculty.

The university developed a regulation on the procedure for filling the posts of competitive teaching staff, it set qualification requirements for candidates applying for positions, determined the order and organization of the competition committee, receiving and reviewing documents. The announcement of the tender is published in the newspaper "Evening Almaty" and "World Languages".

Recruitment is carried out by the employment contract. Employment contracts with the regular teachers are on a competitive basis. Regularly reviewed by the Academic Council of the university according to the question of human capacity teaching staff strategy and specific educational programs:

Information on the faculty available to the public. The website of the university posted profiles and teaching staff catalogues elective courses with indication of the authors. In high school, the principle of accessibility and transparency of the management of all personnel procedures by carrying out the procedure of acquaintance of employees with a set of documents on the personnel. The structural units of the reference sheets are designed QMS service, contact details, opening hours, blogs vice-chancellors KazUIR & WL displayed on the website of the university. Manual EP regularly monitor the activities of the teaching staff. Competence of teachers checked comprehensive assessment of educational-methodical, research and community service by a ranking system based on the Regulation on the rating evaluation of the teaching staff of KazUIR

& WL in the form of individual reports for each academic year at faculty meetings. On the Academic Council of the Faculty and the University each year determined by the rating of the teaching staff.

Manual EP monitors satisfaction of teachers' staff through case studies. To this end, developed a questionnaire "Social well-being" for teachers. (This very questionnaire and separate data (as a reference) is kept in the department strategic development and monitoring of the University).

Certification of the personnel is carried out on a scheduled basis every 3 years for full-time faculty members. Evaluation of teaching staff is carried out in accordance with the Law "On Education" dated July 27, 2007 №319- III (as amended from 24.10.11 № 487-IV), Rules of certification of teachers approved by the Minister of Education and Science January 22, 2010 № 16, the Regulation on the certification of scientific and pedagogical workers KazUIR & WL, approved by order of the number of university 15.05.11g. Certification is carried out PPS Attestation Commission.

In accordance with the Law "On Education", all teachers at least 1 time in 5 years, improve their skills, including the specialty at the national and international level. Training on specialties accredited programs implemented through:

- Bolashak - 2 persons. (Ahatova B.A., Kulgildinova T.A.).
- Overseas Masters - 5 people.
- Certified foreign internship - 4 people. (PhD, Prof. Ahatova B.A. - United Kingdom, Spain, USA, China, Ph.D., prof. Kulgildinova T.A. - Russian Federation, Poland, Spain, Ph.D. prof. Shevyakova T.V. - Russian Federation, Czech Republic, Slovakia, Spain, PhD, Professor Gizdatov G.G. - Switzerland, Czech Republic.

At the end of each academic year to 70% PPS are certified language training, the results of which are taken into account for certification, and the passage of competitive PPS-Qualification Commission. IELTS certificates are 9 teachers. The main criterion for evaluating the personal contribution of each teacher are indicators of effectiveness of their work, the performance of the functions set for them, the level of creativity and others. The basis of the system of quality assessment of scientific and pedagogical activity of the teacher is 4 section indicating the final results of their work on all aspects of training, teaching, research, professional development, social and community activities. For the accounting of vocational qualification work in the university is "Map of PPS", in order to monitor and improve the professional development of young cadres.



–Within the EP some work on improving the professional skills of PPS. So, one of the areas is the creation of start-up portfolio of professional preparedness PPS includes source data for staff.

–Staffing with academic degrees and titles, providing educational process on a specialty 5V050400 - "Journalism", 6M050400 - "Journalism" is completed staffing. Basic education teaching staff are qualified. Experienced professors, doctors and candidates of sciences systematically and purposefully carry out joint actions for the professional growth of young teachers.

–Research professors and students is realized in the context of scientific research and applied innovation school "Cognitive linguo-cultural basics ICC" through the work of the research laboratories of the application:

- “Development of the competitive environment and media discourse”;
- “Modern trends in journalism design, innovation and social management.”

To implement educational programs and practices involved are determined by the proportion of subjects read them. The logic of their involvement in the conduct of activities dictated by the working curriculum.

Teaching staff accredited specialties is the developer of basic textbooks and manuals on request MES:

- Textbook "Television of Kazakhstan" in Russian for schools (Shevyakova T.V.)
- Textbooks cycle "Communication Technology" in 2 books (2006-2013gg)., The first edition in 2006 (B.A. Ahatova., Kulgildinova T.A.);
- Aids for lawyers (Gizdatov G.G.).

The active participation of staff of the department involves higher and postgraduate education MES by groups of specialties "Social science journalism" (Kulgildinova T.A., Zhabayeva A.N.); Dissertation Council for defending theses for the award of a scientific degree of candidate of philological sciences, Ph.D. specialty "Philology", "Journalism" of the al-Farabi (Ahatova B.A.).

In addition to research and teaching faculty of educational programs actively involved in the life of society: Ph.D. Ahatova B.A. She is a member of the Kazakh Communication Association, Ph.D. Kim O.J, Esimova M.S., Zhabayev A.N . are the chairmen of the SAC in the Kazakh National University. Al-Farabi (Ahatova B.A, 2013), the University of Foreign Languages and Business Career (T.V. Shevyakova 2014, 2915), KazNPU after Abay

(Kulgildinova T.A, 2014) "Turan" (Kulgildinova T.A. 2013), Kyzylorda State University after Nikolai Gogol (O.YA. Kim, 2013).

Teachers of accredited specialties are the holders of the badge for outstanding contributions to science and education (2012), anniversary medals 70 years KazUIR & WL "(Shevyakova TV), KazUIR & WL commemorative medals. Abylaikhan (Kulgildinova TA). Awarded diplomas and grants to the best high school teacher (Shevyakova T.V., Ahatova B.A., Kulgildinova T.A.), Diploma KazUIR & WL named Abylaikhan (Kim O.J, Esimova M.S.), Medal "70 years KazUIR & WL named after Abylai Khan" (Zhabayev A.N., Gizdatov G.G., Ahatova B.A.).

Specificity of educational programs provides active participation in the programs of academic mobility of faculty:

- The performance of scientific papers at international conferences held in the countries such as: China, Finland, Bulgaria, Germany, England, Italy and other foreign countries (Shevyakova T.V., Ahatova B.A., T.A. Kulgildinova, Gizdatov G.);

- Foreign training Russia, China, Poland, Great Britain, etc.

The moral and psychological climate in the departments is characterized by stability, creative attitude to their duties, a sufficient level of labor and executive discipline at the proper level.

The University provides the completeness and adequacy of individual planning PPS for all activities. Teaching load is reflected in the individual teacher plans. PPS is systematically involved in the preparation of research projects. Workload teacher planned in accordance with the academic calendar, the number of students for the academic year.

The annual volume of academic work on PPS departments established by the Academic Council on the basis of the approved standard for the academic year, faculty staff and the need to meet all kinds of educational work resulting from the curriculum.

The total amount of the load full-time teacher, a full-time, subject to the fulfillment of the training, teaching, research, organizational-methodical, educational, training and other kinds of works is: in 2011-2012 account. - 23 credits; in 2012-2013 account. g - 24 credits, in 2014-2015 account. - 26 credits;

Classroom load average is 65% of the total workload of PPS.

Teachers are actively using technology in the classroom developing training, critical thinking, technology, interactive learning technology, technology of modular training, tiered training, planning methods. The use of innovative technologies implemented systematically.

New technologies and methods of their application in the educational process are considered regularly at meetings of methodical association of departments, where fully discussed their implementation and effectiveness.

At the University in order to improve the professional level of motivation of teachers and employees of the system of incentive bonuses faculty and staff for their personal contribution and achievements in teaching and research activities. Bonus payments to employees based on the results of work carried out for a semester, an academic year, the success of the admission campaign, certification, accreditation, research results, for anniversaries, and statutory holidays. Other mechanisms of motivation of employees in a more efficient and creative work are awarded with diplomas, the direction of an internship abroad, as well as address a number of social issues - the improvement of working conditions, provision of educational process with the necessary equipment, all departments are equipped with projector, laptop.

Information on the activities of the teaching staff available on the web-site of the University. In addition, the University operates and develops information-analytical environment - educational portal [www.ablaikhan.kz](http://www.ablaikhan.kz).

The data standard "Teaching staff and teaching effectiveness" indicate that the effectiveness of teaching in the profession meets the necessary requirements, the students are provided with the necessary scientific specialty and educational literature that provides opportunity for the full implementation of the curriculum specialty. Conducted a survey of the faculty speaks of satisfaction working conditions and the policy guidance of the university.

**Strengths EP:**

- PTS successfully combines learning process with research and professional (journalistic) activities;
- An optimal balance in the composition of professors and lecturers between philologists ensuring the quality of teaching basic courses, and practicing journalists, leading majors;
- A psychological factor - the dedication of teachers profession, pursuit of excellence;
- High intellectual, professional and creative potential of the PPS, which is reflected in the results of research, creative work, awards and titles.

### **Weaknesses EP:**

- The lack of opportunity to study abroad and to study the experience of new educational technologies in the specialty.

By the standards of "The teaching staff and teaching effectiveness" WEC notes that the 11 criteria of the standard university has a strong position on the 9 criteria of satisfactory and 1 criterion involves improvements.

In order to develop human resources and to ensure the effectiveness of teaching the commission recommends:

- increase the participation of PPS accredited specialties in fundamental and applied research funded;
- Ensure public availability of information on PTS, including PTS catalogs.

### **Standard "Learners"**

The university formed a transparent policy formation of a contingent of students and undergraduates. A favorable factor for admission to higher education is the presence of its location. Factor southern capital attracts the whole university, and in these programs have received a high level of knowledge and motivation for the profession. Dynamics reception tends to stable growth.

As one of the strengths of the OP, the Commission notes the existence of a clear academic policy in the educational process and the openness of information materials for students. In Ablaj khan KazUHR & WL systematically studied the opinion of students, the degree of satisfaction of their needs. The university regularly monitor the quality of knowledge of graduates.

Development of educational programs take into account the views of students. The university formed student government, plays an active role in addressing issues of student life. Students take an active part in the collective bodies such as the Council of the Faculty, the Academic Council. Also, successfully resolved the issues of social protection of students.

The university created the conditions for self-realization and personal development: research work in scientific projects and study groups, participation in competitions, conferences, round tables, in the conduct of business games, competitions and others.

Students take an active part in the Olympiads, competitions, seminars organized by universities in Almaty.

- 3rd place in the Republican subject Olympiad on organized MES in Kazakh National University. Al Farabi. This is the 3rd year students: Ginayatov E., Abdramhmanov E., Tursun N.

- International competition «JAMESON EMPIRE AWARDS - 2013. rented for 60 seconds" with the video "Avatar." According to the results of the contest students and journalists Adilbekova Binazir, Malikkyzy Madina entered the top ten.

- National literary competition "Ansar 2013". The contest poetry and prose of students Grasevicha I., Ulykbekova E., Kim E. published in the Republican volume.

- City competition for the best social video CHLS organized in Almaty (April 2014). The contest winners were the following videos: "Live bright!" (1st place in the category "Our life in vivid colors" - Nasipkalieva D., Kaberova M., Isabaeva I., Sabitova R., Burdin E.); "The happiness of your children depend on you!" (3rd place in the category "Life in bright colors" - Uzak-Omir. K); "Bright Life" (2nd place in the nomination "Our life in bright colors! - A. Demin., V. Borodina); "Never give up" (2nd place in the "I choose healthy lifestyle" - A. Golovin., Esekeev E. Kanalova I); "Make your choice myself!" (1st place in the "I choose healthy lifestyle" - Basitova Sh., Baigazin A., Dosmail A).

- The "Hospital Clowns" (Almaty), carried out by students, members of the Cuzco (Ahatova BA). The students worked in the center of "Ardi" for children with disabilities and in hospices. Students volunteer to help ill children, give them the joy of communicating the faith in the best. This communion educates students socially responsible, non-indifference, compassion, kindness.

- City competition for the best social video "Love your city simply" (2014-2015 ac.year), organized by the Akimat of Almaty. At the end of the contest video "Come out of the game the first" took 1st place (Borodin V., Alexander D, Omir-Uzak K., Phorat L), the movie "Ecology news" took 2nd place (Kabieva A., Erzhanov A., Abdieva A., Imangazy A). The students were awarded certificates and cash prizes.

Research with students being planned, starting from the first year. The results of the research work presented in the thesis of students, coursework.

Effectiveness of the process of employment at the University. Systematic work is carried out to study the labor market, jobs, cooperation with city and district education departments. For this purpose have been established general university and faculty committee on the distribution of graduates, whose task is to hold meetings with the graduates with a lawyer to clarify the legal aspects related to employment; informing the departments of education at all levels on the size of the graduates; informing students and undergraduates of a incoming requests from employers; speech in the media; organization and holding of fairs graduates; referrals to work on the basis of the contract with the employer.

Work has begun on the organization and the formation of the Alumni Association, including through the creation of a database of graduates.

Particular attention is paid to the monitoring of employment and professional activity of graduates. The university conducts ongoing analysis of the needs of employers to identify their views about the level of training of graduates Ablai Khan KazUIR & WL. A high percentage of employment due to the fact that young specialists receive multilingual education in the university and speak a foreign language. Analyzing the readiness of graduates to the professional activities of employers say their relatively high professional level, sustainable professional knowledge, ability to learn. However, note the need for directional formation of graduates of competences related to employment and self-presentation.

Feedback from graduates is supported by the survey of graduates of the current year and previous years. The results of these contacts are entered into the database of alumni, the analysis of problem situations in the course of employment. Such information is discussed at faculty meetings, notified to the interested parties and included in the report.

In addition, for the feedback of the participants OD has a blog of the rector (<http://www.enu.kz/ru/blog-rectora/>), operate the official group on the Internet at: [vk.com/kazumoimya](http://vk.com/kazumoimya), [vk.com/esiinyaz](http://vk.com/esiinyaz), [vk.com/clubokk](http://vk.com/clubokk), [vk.com/synergos13](http://vk.com/synergos13).

The university created the opportunity to continue their education at accredited educational programs, as well as additional elective specialties.

The competitive advantage accredited programs is a double degree program specialty "Journalism" with Wuhan University.

The conditions for self-organization of young people with the same interests, hobbies created in Ablai Khan KazUIR & WL administration and faculty. Today, the shape and structure of student government organization is the Committee on Youth, Center for student initiatives, student trade union, student deans, student councils of dormitories, student security service.

At the university student clubs: ART-club (choir, orchestra of Kazakh folk instruments, dance on national dances «Newgamma», «NightJam»), Debate Club "Abylai Khan" intellectual club for Brain Ring, Drink, Poetry Club "Parasat" detachment" Zhasyl El "volunteerism" Komek. "

Financial incentives to improve the quality of knowledge is to provide students with scholarships and privileges in payment for training, as well as for cultural and leisure activities. Students are provided with a wide range of library and information, material and technical services, enabling them to develop and implement the scientific potential.

Annually, there are, become traditional, scientific and practical conference dedicated to the scientists who contributed to the development and implementation of educational programs.

Strengths:

- A high percentage of graduate employment;
- The presence of a solid material and information base.

Areas for improvement:

- Improve the quality of recruitment to Art "Journalism" by various forms of pre-university training of applicants;
- To strengthen the research work of students.

By the standards of "Learners" WEC notes that the 5 criteria of the standard university has a strong position on 10 criteria are satisfactory.

WEC recommends that in order to meet the needs of students:

- enable students for professional certification;
- to use online resources to monitor the employment and professional activity of graduates.

Standard "resources available educational programs"

During the visit WEC satisfied adequacy of material and technical base for the support of the educational process of educational programs and the implementation of the mission, goals and objectives Ablai Khan KazUIR & WL. The University has the necessary classroom fund, research and educational laboratories, computer classes, methodical offices, sports complex, on equipment that meet the objectives of educational programs 5V050400 -Journalism, 6M050400-Journalism.

The University has 5 academic buildings, three dormitories with a fitness club, leisure center for students, a library with a rich fund of educational, scientific and fiction, sports complex, 3 dormitories.

For information and technological support of basic production processes (educational, scientific, management, etc.) at the University has 570 computers, 450 of them new-generation video projectors - 18 pcs., Interactive boards - 5 pcs. For the educational process involved 15 computer and 24 multimedia classrooms.

Overall, Abylai Khan KazUIR & WL has educational and research facilities, providing formation of professional competence and readiness for professional work at students of all levels. In KazUIR & WL operates telecommunications center:

□ public server (WWW, DNS, DHCP, PROXY, firewall) Intel (R) Xeon (R) 3GHz, 6Gb RAM

□ mail server and database server (EXIM, COURIER, WWW, MySQL, PostgreSQL, 1C) - Intel Xeon X5660x 2CPU, 32 Gb RAM

□ training management server (1S) - Intel Xeon E5310, 2Gb RAM

□ server for e-library (Core I3 / RAM 2 Gb)

□ server for accounting (1C) - Intel Xeon 3GHz, 4Gb RAM

□ server ISVUZ MonRK - Intel Pentium DualCore, 2Gb RAM

□ server developer - Intel Xeon 2GHz, 2Gb RAM

The University operates an educational portal <http://portal.ablaikhan.kz>, which was created to manage the educational process on credit technology of full-time and correspondence courses. It contains a database of students, information about current performance and provides identification of the person enrolled. In addition, the portal allows you to create and view EMCD to pass testing and questioning, students interact with faculty.

Students have access to personalized resources: an electronic journal, final grades, messaging, EMCD, online testing, transcript, IEP. The number of computers connected to the Internet on the accreditation of the university year, 550 of the 570 computers, representing 96%.

Status of corporate information and educational network of high school is as follows:

– all deaneries and structural divisions of the university are involved in a network and connected to the Internet;

– all the academic buildings are combined into the corporate network of the university;

The academic buildings of the GAM, №1, №3 connected free Internet for students through wireless Wi-Fi. Students with their personal laptops and mobile devices can connect to and use the Internet.

The main directions of development of information resources are: the creation of digital educational resources with multimedia, animation content, the creation of learning environments virtualized, software licensing; improved technology of communication systems.

Strengths:

- Material and technical base meets the requirements and is equipped in accordance with the given number of students in the specialty;

- Use interactive equipment with the necessary software;

- Are available studio and specialized classrooms for learning using computer technology;



- Operates its own educational online portal, the development of computer and network infrastructure.

Areas for improvement:

- Need to increase the range of educational literature in the national language;
- The rapid pace of obsolescence of software in connection with the rapid development of technology involves the acquisition of new products and constant updating of technical means,
- It is necessary to purchase a camcorder, assembly tables, video equipment annually since changing its format, changing the process parameters, with the introduction of new technologies in TV production in HD, with the development of digital TV in Kazakhstan
- Increasing library funds are renewed in connection with the speed of obsolescence of information in the field of media.

After analyzing the available for cluster programs accredited resources, the Commission notes that the 15 criteria accredited by educational programs have a strong position, with 16 satisfactory and criterion involves improvements.

The Commission recommends:

- To step up the use of information networks to inform the public;
- Promptly update the personal page on the website of the university faculty;
- To provide for the possibility of placing on the website (website) University for external publications (citations, references) on the implementation of EP and monitored.

**STANDARDS BY INDIVIDUAL SPECIALTIES**

Overall evaluation of the implementation of educational programs 5V050400 journalism, journalism 6M0504 showed a sufficient level of literacy of graduates in the field of foreign language education.

The program contains elements of educational disciplines of innovative methods of teaching and education planning (games, consideration of cases / situations, the use of multimedia tools).

Educational programs include disciplines aimed at obtaining practical experience and skills in the specialty of journalism.

Educational programs at the undergraduate and graduate levels provide important ingredients needed to prepare for professional work, developing core competencies.

According to EP provides manufacturing practices. With basic businesses signed contracts on

passage

of

appropriate

practices.

Analyzing the degree of compliance with the criteria of standards in the context of individual specialties, the Commission notes the strong position of accredited educational programs on 6 criteria and 1 criterion satisfactory.

### **RECOMMENDATION OF ACCREDITATION BOARD**

**The members of the external expert committee came to a unanimous opinion that the educational program "5V050400 - Journalism", "6M050400 - Journalism" implemented "Ablai Khan Kazakh University of International Relations and World Languages" may be accredited for 5 years.**

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