

INDEPENDENT AGENCY FOR ACCREDITATION AND RATING
External expert committee



*Addressed to
the Accreditation
council of IAAR*

**Independent agency for
accreditation and rating**

REPORT

**on the results of the external expert committee
to assess the educational programs**

**5B020700-Translation studies,
5B050400-Journalism**

**of the North Kazakhstan State University named after M. Kozybayev
for compliance with standards of specialized accreditation**

from 10 till 12 June 2015

Petropavlovsk, 2015

In accordance with the order 15-15OD from 02/06/2015 of the Independent Agency for Accreditation and Rating number the external expert committee has evaluated the compliance of educational activities with specialized accreditation standards of IAAR at RSE on the REM North Kazakhstan State University named after M.Kozybayev. The report of the external expert committee (EEC) consists of an assessment the activity of the education organization for criteria of IAAR, recommendations of EEC on the further develop to further improvement the activity and settings of the specialized profile of the North Kazakhstan State University named after M. Kozybayev.

Group of EEC:

- 1. Chairman of committee** – Kargin Sergali Toleubekovich, doctor of pedagogical sciences, professor, vice-rector for the academic affairs of E.A.Buketov Karaganda state university (Karaganda);
- 2. Foreign expert** – Subbotina Yelena Viktorovna, candidate of technical sciences, professor of “Hospitality management” department of Moscow branch of PEI of PHE Russian international academy of tourism, an expert of «The guild of experts in the field of professional education» (Moscow, Russia);
- 3. Foreign expert** – Volodin Aleksandr Anatolyevich, doctor of pedagogical sciences, professor, vice-rector for quality and distance education of Moscow humanitarian institute, an expert of «The guild of experts in the field of professional education» (Moscow, Russia);
- 4. Expert** – Movkebaeva Zulfia Akhmetvalievna, doctor of pedagogical sciences, professor, Head of «Psychology and special education» department of Abay Kazakh national pedagogical university (Almaty);
- 5. Expert** – Yusupova Adalyat Akhmetovna, MBA master, TMJ manager, lecturer of the departments «Vocal art» and «Musical education and pedagogical innovations» Kurmangazy Kazakh national conservatoire (Almaty);
- 6. Expert** – Bodeev Marat Turymovich, candidate of biological sciences, associate professor, head of “Primary military and physical training” department of E.A.Buketov Karaganda state university (Karaganda);
- 7. Expert** – Zagatova Saule Bazylovna, candidate of philological science, professor of “Foreign languages” department, Eurasian humanitarian institute (Astana);
- 8. Expert** – Zhumabekov Meyram Kenesovich, candidate of philological sciences, associate professor, head of “Journalism” department of E.A.Buketov Karaganda state university (Karaganda);
- 9. Employer** – Zhakanova Gulzhan Shamilevna, director of the municipal state institution “Kazakh school-gymnasium” (Petropavlovsk);
- 10. Student** – Abilnasirova Symbat Adilbekkyzy, a 2 year student of L.N.Gumilev Eurasian national university (Astana);
- 11. Observer from the agency** – Kanapyanov Timur Erbolatovich, head of International projects of the Agency (Astana).

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Independent Agency for Accreditation and Rating

1. Presentation of the North Kazakhstan State University named after M. Kozybayev

Modern North Kazakhstan State University named after M. Kozybayev formed on the basis of the decision of Council of National Commissioner of the Kazakh SRU from 19 March 1937 as "Petrovavlovsk Pedagogical Institute". In 1939 Petrovavlovsk Pedagogical Institute was awarded the status of the state. In 1955 it was transformed into the Pedagogical Institute by the order of the Council of Ministers of USSR.

In 1994 the North Kazakhstan University was opened on the basis of Petrovavlovsk Pedagogical Institute. North Kazakhstan State University was awarded the status of the state university by the resolution № 163 from 31 January 2001 of the Government of the Republic of Kazakhstan.

North Kazakhstan State University was named by academician Manash Kozybayev by the resolution № 497 from 30 May 2003 of the Government of the Republic of Kazakhstan.

In 2012 the university was reorganized by transforming the Republican state enterprise on the right of economic management North Kazakhstan State University named after Manash Kozybayev.

The University operates on the basis of the relevant license (№ 12016901 issued KKSON MES, 19.11.2012.) within the national educational system in accordance with the legislation of the Republic of Kazakhstan. Ownership: The Republican State Enterprise on the right of economic management.

The University provides the training for 50 Bachelor's professional educational programs; 25 Master's educational programs; 4 PhD educational programs.

The contingent of students on educational programs: Bachelor - 3975, Master - 102, PhD - 2.

The University's structure consists of 5 faculties, Institute of Language and Literature, 26 departments, including the military department, 42 subdivisions. The University's infrastructure includes 9 educational buildings, Astrophysical Observatory, swimming pool, training and production complex "Miras", agrobiostation and 4 hostels.

The total area of buildings and facilities of the University is 83,638.3 m², also the area of educational buildings is 63,352.7 m².

The university created 7 research centers, 12 research laboratories, united in Science and Technology Park.

There are 37 virtual teaching laboratories, 38 specialized rooms, 38 multimedia classrooms at the university. Classrooms and study rooms are equipped with the necessary technical and audiovisual multimedia learning tools.

The university has a health center, equipped with modern equipment and staffed by leading medical specialists.

The University has its own student television studio "Parasat", equipped with modern television equipment, a pavilion and editing room, which twice a week provides the transmission of its programs at the regional air in Kazakh and Russian languages. In the studio "Parasat" are also conducted educational lessons and practical training for the students of the specialty "Journalism".

It publishes its own newspaper "Parasat" a volume of 16 pages in Kazakh and Russian languages. The content of the newspaper is formed by editorial staff, which consists of students of the specialty "Journalism".

In order to comply with licensing requirements, as well as to improve the organization and reduce the cost of food for students and staff it was established the Complex of Students' meals in December 2014

The educational process is provided by highly qualified teaching staff in the amount of 386 people, of whom 330 (85%) are staff teachers, 13 of them are doctors, 149 candidates of sciences, 6 masters of sports.

The University signed 66 operating contracts on cooperation with foreign universities, 8 –

about the cooperation with international organizations, 43 – about the cooperation in the provision of educational services with the universities of Kazakhstan, 17 contracts of the creative and scientific cooperation with scientific and educational organizations of Kazakhstan.

There are 63 SSU, 6 scientific schools in the HEI. The university carries 10 scientific papers in the amount of 48,347,784 tenge, including 4 on the basis of economic contracts.

Since 2005 the university has developed, implemented and certified the quality management system.

In 2013 following the results of a pilot study QS World the University was in the five top of universities in Kazakhstan in the direction of preparation "Engineering and Technology".

According to the results of the rating of the National accreditation center of MES RK in 2011 two specialties took leading places, in 2012 - 2 specialties, in 2013 - 2 specialties, and in 2014 - 14 specialties.

According to IAAR in 2014 the University was in the 20 top of the best universities and took the 12th place in the total number of prizes of educational programs. In 2015 the University was in the 40 top of the best universities of the Republic of Kazakhstan.

In 2013 the university had the international accreditation of three specialties in the German agency ASIIN: 5B071800 Electrical power engineering, 6M071800 Electrical power engineering, 5B071600 Instrument making. In February 2015 the same agency passed the procedure of accreditation of five specialties: 5B071900 Radioengineering, electronics and telecommunications, 6M071900 Radioengineering, electronics and telecommunications, 5B070300 Information Systems, 6M070300 Information Systems, 5B011100 Computer Science.

In 2014 the university had the institutional accreditation and accreditation of 34 specialties in the Independent Agency for Accreditation and Rating of the Republic of Kazakhstan.

According to the results of the international ranking Webometrics the university's site has risen from 46th to 20th place for three years among Kazakhstan universities. Today the site is in the 4th place among the universities of Kazakhstan on the number of files and information volume.

2. Description of the visit of EEC

EEC's activity is carried out on the basis of an agreed program of the specialized accreditation with the university of.

In order to assess the content of the provided self-report of the North Kazakhstan State University named after M. Kozybayev EEC met with Acting University's Rector, vice-rectors, heads of departments, heads of subdivisions, teachers, students, graduates, employers and workers from the various departments. The meeting was attended by 257 people (table 1).

Information about workers and students, attended the meetings with EEC

The participants' category	Number
Acting University's Rector	1
Vice-rectors	3
heads of subdivisions of the university	21
Deans of faculties	4
Heads of profiled departments	8
Teachers	72
Students	95
Graduates	29
Employers	24
Total	257

In order to obtain objective information on the assessment of the university's activities the

members of EEC has used methods such as visual inspection, observation, meetings and conversations with the administration of the university, the deans, heads of departments, deans of faculties, teaching staff, students, graduates, employers, questionnaire of teachers and students.

During the EEC visit experts have participated in the defense of diploma paper on the program 5B050400 Journalism:

Defending of theses is provided in calm and friendly atmosphere, the graduates were provided with opportunity to demonstrate more fully their knowledge and skills. As chairman of the State Examination Commission it was invited well-known journalist, who has extensive experience in the field of journalism.

Defending of theses was held in strict accordance with the requirements for such events. So, the student had strictly regulated time for defending. After the presentation, questions were raised which were received complete answers. In the next stage it was read reviews and reviews of scientific leaders. Commission acquainted with the security protocols, looked the design of theses. All documentation was in proper condition.

In general, the activities planned during the visit of EEC of IAAR contributed detailed acquaintance with the educational infrastructure of the university, material and technical resources, teaching staff, representatives of organizations of employers, students, graduates. This allowed members of EEC of IAAR to independently assess the compliance of data contained in the reports of the self-evaluation of educational programs of the university with the specialized accreditation standards criteria.

3. General assessment of educational programs

Departments of “Russian language and literature” and “Kazakh philology” (in Kazakh) train specialists on the accredited program 5B050400 – “Journalism”. “German philology” department trains specialists on 5B020700 “Translation studies”. These departments are the structural units of the institute of language and literature.

The educational activity is carried out on the basis of a license №12016901 from 19 November 2012. Training of bachelors on the accredited programs is realized in Kazakh and Russian 5B050400 – “Journalism”, in Russian 5B020700 “Translation studies”.

Departments critically approach to the analysis of their activities: assess the strengths and weaknesses, define the concept of education policy.

Departments plan, forecast, manage and implement the educational programs in accordance with future development plans and work plans approved for each academic year. The number of issues to be discussed at department’s meetings covers the main directions of their activities. The analysis of work plans and minutes of meetings shows that the issues correspond to current objectives of EP, and decisions contribute to improving of bachelor training and sustainable development of the university.

4. Compliance with standards for specialized accreditation

1) Standard «Education Program Management»

The overall objective of these programs is training of bachelors with the necessary competence and able to implement them in their professional activities. The important of them is to create a highly educated person with a broad outlook and culture of thinking, knowledge of the social and ethical values based on public opinion.

Educational programs 5B020700 "Translation studies", 5B050400 "Journalism" have clearly defined goals and objectives consistent with the mission of the University and the demands of potential customers, as well as a mechanism for assessing the goals and adjust them.

Implementation and development of the accredited educational programs 5B020700 "Translation studies", 5B050400 "Journalism" is determined, first of all, by the mission of NKSU named after M. Kozybayev.

The mission of NKSU named after M. Kozybayev is to form a highly qualified and socially successful personality capable of solving strategically important tasks of the North Kazakhstan region and republic development on the whole. The staff of the university is aimed at developing a unified scientific-innovative, information-analytical, socially oriented environment contributing to the integration of the university into the world educational space, while keeping of existing values and traditions.

Educational programs of bachelor's degree 5B020700 "Translation studies", 5B050400 "Journalism" are aimed at fundamental educational training of graduates, in-depth study of the disciplines and formation of practical skills in the field of translation and the media. The main national-wide objective of educational programs - ensuring the conditions for getting a full, high-quality vocational education, professional competence in the field of journalism, which is confirmed by the results of the students of accredited specialties:

The results of students' progress on EP 5B050400 - Journalism

Years	Absolute progress											
	2012-2013 academic year				2012-2013 academic year				2012-2013 academic year			
	Autumnal semester		Spring semester		Autumnal semester		Spring semester		Autumnal semester		Spring semester	
	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade
Full-time												
1 year		91	94	86	100	86	100	80	100	89	93	90
2 year	-	88	100	90	100	88	100	88	100	86	100	88
3 year		84	100	86	100	88	100	90	100	82	100	83
4 year	-	94	100	98	100	86	100	90	100	89	100	90
Total	00	89	99	90	100	87	100	87	100	87	98	88

The results of the final state certification on 5B050400 - Journalism

	2012-2013 academic year	2013-2014 academic year	2014-2015 academic year
	%	%	%
State examination	100	100	100
Defense of diploma paper	100	100	100

The results of students' progress on EP 5B020700 – Translation studies

Years	Absolute progress											
	2012-2013 academic year				2012-2013 academic year				2012-2013 academic year			
	Autumnal semester		Spring semester		Autumnal semester		Spring semester		Autumnal semester		Spring semester	
	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade	%	average grade
Full-time												
1 year	93	85	86	88	100	82	93	80	89	82	100	83
2 year	100	83	100	82	79	85	79	80	100	88	100	87
3 year	100	85	100	84	100	84	100	82	86	82	100	91

4 year	100	80	100	85	100	76	100	88	100	76	100	77
Total	98	83	97	85	95	82	93	83	94	82	100	82

The results of the final state certification on EP 5B020700 – Translation studies

	2012-2013 academic year	2013-2014 academic year	2014-2015 academic year
	%	%	%
State examination	100	100	100
Defense of diploma paper	100	100	100

In 2010 and 2014 the specialty "Journalism" of NKSU took the 3rd place in the ranking of specialties.

The educational program 5B050400 "Journalism" and training of specialists are implemented strictly in accordance with the development strategy of the University, oriented to the consumer of educational services. The main consumers of the educational services market are graduates of secondary schools and colleges of our country, who want to get vocational training for journalistic spheres.

The main directions of development of the educational program basically meet the current requirements and needs of society. The objectives of the educational programs 5B020700 "Translation studies" and 5B050400 "Journalism" in accordance with the mission of the university are: the creation and improvement of the educational environment on the basis of innovative technologies of education and science; ensuring of the region with specialists, capable of high personal and professional achievements; preserving and increasing of the educational, scientific-technical, cultural potential of the region and the Republic of Kazakhstan.

The "Russian language and literature" department prepares bachelors on specialties 5B011800 «Russian language and literature» and 5B050400 "Journalism". In order to implement the program of postgraduate education the Master's degree was opened at the department in the following areas: in 1999 6N0205 (6M020500) "Philology"; in 2001 6N0504 (6M050400) "Journalism"; in 2011 6M011800 "Russian language and literature." Later except for graduates of the Bachelor's degree of the "Russian Language and Literature" department on the specialty 5B011800 "Russian language and literature" and 5B050400 "Journalism" graduates of departments as "German philology" and "Kazakh philology" began to enter the specialties 6M020500 "Philology" and 6M050400 "Journalism".

At present bachelors are prepared on educational programs 5B011800 «Russian language and literature» and 5B050400 «Journalism». The basis of the educational process organization is the requirements of the Bologna Convention.

Achieving the stated goals is corresponded to the needs of the labor market, it's evidenced by the high percentage of graduates' employment and employers' feedback.

The formation of students' professional competence is realized due to the content, scope and logic of the students' individual trajectory.

The aims and objectives of EP and disciplines is not only the creation of knowledge and skills, but also the creation of conditions for personal development of students, enhance their creativity and social skills.

A particular attention is paid to the formation of personal development of students, their creative abilities and special skills. At the same time, there are a number of disciplines that are fully focused on the development of personal qualities.

Personal development of students, their creativity and social skills are formed with the participation in the public life of the university.

The scientific level of realized EP is reflected in the areas of educational and methodical work.

Educational-methodical documentation of EP is designed in accordance with the SCSE, standard programs, working curricula in Kazakh and Russian languages. In the departments the attention is paid to the organization, evaluation and control of IWS.

In the training process it's used electronic textbooks, educational literature and UML in electronic and magnetic media (CD-ROM, audio cassettes, video cassettes), developed case studies and other modern technologies of teaching foreign languages. Chairs used a common laboratory and technical base of the university computer classrooms, lecture halls with interactive and multimedia equipment, language laboratories and library.

Strategic Development Plan of the University for 2012-2020 allows efficiently and rationally using the available resources: human resources, material and technical resources, information resources, established partnerships with companies and organizations, to analyze the level of competitiveness in the educational environment of the region.

In order to increase the competitiveness of developed and implemented activities such as the analysis of the relevance and competitiveness of graduates; students participate in the activities of the university, institute and departments.

Overall traced consistency in the management of ongoing training programs, which is expressed in the creation of the necessary collective bodies to monitor the quality of the content (methodological advice), provide feedback to students (virtually) and employers. Reviews of employers are discussed at faculty meetings. To increase the level of customer satisfaction in getting quality education departments updated the content of educational programs, taking into account the views of employers. The EPs are equipped with working curricula, syllabus, EMCD developed in accordance with the regulations. The content of working curricula, syllabus and EMCD meet modern requirements of training and the specificity of EP.

The teaching staff implemented the EP pay attention to the organization, evaluation and control of IWS. It's developed the schedule of consultations for IWS, guidelines for assignments IWS in all disciplines.

Research, carried out by staff of the department, are in applied scientific and exploratory in nature. Each department has its own scientific field, which has a certain theoretical and practical significance, and aimed at the development of important aspects of the disciplinary implemented in the educational process.

The university actively uses information technologies.

Thus, EEC notes that 14 criteria of this standard have a strong position, 21 criteria - satisfactory, and 2 require improvement.

Strong positions of EP:

- *the university carries out the process of strategic, tactical and operational planning of EP and allocation of resources in accordance with the development plan of EP;*

- *the university systematically collects, stores and analyzes information on the implementation of EP and conducts self-esteem in all areas, on the basis of the development and implementation of measurement and analysis processes to assess the success of the development strategy of EP through indicators such as the "effectiveness" and "efficiency", develops and reviews the development plan of EP;*

- *the university demonstrates the level of the realization of the principles such as sustainability, efficiency, effectiveness, prioritization, transparency, accountability, delegation of authority, distinction and autonomy of the financing system of EP;*

- *the university ensures the availability and efficient operation focused on the students, employees and other stakeholders of the system of information and feedback.*

The following criteria require improving of the EP:

- *Not actively work on the organization of cooperation with other institutions that implement*

educational programs on specialties 5B020700 Translation Studies, 5B050400 Journalism;

- Lack of participation of representatives of interested parties (employers, faculty, students) as part of the collective management bodies of the educational program.

In order to improve the implementation of EP the EEC recommends:

- to assess the risks of educational programs development and identify ways to reduce these risks;

- to strengthen the work in collaboration with other institutions that implement educational programs on specialties 5B020700 Translation Studies, 5B050400 Journalism;

- to activate the participation of stakeholders' representatives (employers, faculty, students) in the part of the collective management bodies of the educational program.

2) Standard «Specificity of Education Program»

Educational programs are developed based on SCES of specialties and agreed with the mission of the university and the demands of the labor market. Specialized departments "Russian language and literature" and "Kazakh philology" realize EPs 5B020700 - "Translation studies", 5B050400 - "Journalism", 6M050400 - "Journalism" in accordance with the Dublin descriptors agreed with the European Qualifications Framework. The university realizes mainly competence and personally-oriented approach.

In forming the EP it takes into account the ultimate goals of higher education. The University's graduate should have fundamental training, own modern information technologies in the sphere of professional activity, carry out translation work, carry out research in their chosen specialty, have the creative style of thinking.

EPs include disciplines teaching innovative learning technologies, including interactive technologies of the translation, with high involvement and motivation of students, which contributes to the development of professional competencies of students according to their individual interests and abilities.

The formation of professional competence of students is due to the content, scope and logic of the individual trajectory of students.

The programs of basic and majors include modern achievements of science, engineering and technology.

The relationship and consistency traced between the theoretical and practice-oriented disciplines in the study of subjects that correspond to actual directions of development of educational programs.

In accordance with the final goals of higher education it's developed a graduate's model of EP.

Along with a block of compulsory subjects of standard curricula it's developed elective courses for EPs. As the courses for a choice the curriculum includes disciplines aimed at the formation of the key, special professional competence of the future translator-interpreter and journalist.

Elective subjects of EP 5B020700 "Translation studies" are characterized by the direction to release a bachelor of humanities for such spheres of the activity: administrative and managerial sphere; Education and Science; culture and intercultural communication; international relations; publishing; the mass media; information analysis and others. Elective courses, for example, "Workshop on the forward and reverse transfer", "Pragmalinguistics and translation", etc. are corresponded to these aims. These courses are aimed at the formation of professional competencies as linguistic competence, pragmatic competence and translation competence.

The specificity of EPs is reflected in the content of working curricula.

Educational trajectories are formed on the basis of an analysis of the labor market and needs

of potential customers, as well as on the basis of the recommendations of teachers and practitioners.

For the structuring of logic courses and individual disciplines used multilevel system analysis and modeling: the feedback from users (students, undergraduates, graduates, employers), through the analysis of categories and concepts. According to the analysis determined annually consistency and logic of the study of educational material.

Elective courses offered by employers contribute to the efficient formation of professional competence of students. Due to the needs of employers it has been developed disciplines and included in the catalog of elective disciplines.

The relevance of academic disciplines at the choice is determined by the need to study them in connection with the training of students. For example, given the opinion of employers to train specialists with skills to work with computer-technology, computer media, computer-networks as a way to broadcast the educational program included the discipline "Internet journalism and new media", "Announcer's skills".

Employers are interested in the training of highly qualified journalists as mostly students at the end of high school get a job in the local media.

In the course of practical training employers have an opportunity to assess the possibility of graduates and make specific recommendations to deepen knowledge in a given subject and make adjustments to the EP.

The examinations are conducted in accordance with the schedule of examinations.

As part of EP 5B020700 "Translation studies" in the process of training students in accordance with state compulsory educational standards have the following types of professional practice: Study 1 (1st year), study 2 (2nd year), production (4th year), pre-diploma (4th year).

The match of practice sites to the profile of the specialty 5B020700 "Translation studies" is provided by a choice of such organizations and companies whose activities are related to the provision of translation services, as well as businesses with office work in English. The goal of pre-diploma practice is testing the practical part of the thesis. Currently within the EP 5B020700 "Translation Studies" it's concluded agreements on an ongoing basis with the 6 organizations. All kinds of practices of EPs 5B020700 "Translation studies", 5B050400 "Journalism" are provided with EMCP, including working curricula, guidance on the practical training, the form of diaries, report form.

Monitoring of satisfaction at the end of the practice is carried out in the analysis reviews leaders from practice base, during the final of conferences and meetings of chairs, where we discuss the results and achievements, the problem points, and make proposals to improve the organization practices. Measures to improve the organization and improvement practices are also discussed at meetings of the institute, teaching seminars and sections.

At the end of practice, there are positive reviews, notes of thanks from the leaders practice places. Graduates of EPs 5B020700 "Translation studies" and 5B050400 "Journalism" are in demand in the labor market.

The practice places of EP 5B050400 "Journalism" are defined by the contracts with the organizations of the North Kazakhstan media: JSC "Publisher "Northern Kazakhstan", "MTRK", "SKOF" Kazakhstan - Petropavlo", the press center "Parasat", newspapers "Novator" and "Vesti".

At the end of the practice students take reports on the approved form. The results of the training, production practice are reviewed and discussed at the final conference. Reports of all practice types are placed in the department.

The teaching staff actively uses innovative techniques in the learning process. Innovative methods and techniques of training are included in individual plans, monitor their use during the lessons and open classes, the teaching staff reports on faculty meetings on the use of new teaching methods. The annual plan of the department includes the activities of the teaching staff in the field of quality and analysis of the achievements of the objectives, including the development and implementation of innovative methods and technologies for learning.

One of the most important components of the implementation process of students' research in

the educational process is the experimental work of scientific-methodological nature during the period of students' practice working towards "Actual problems of translation." According to the topics of their research work, in particular theses, students apply and test the practical results in the professional process.

The main tool for motivating the introduction of scientific research in the educational process is to improve the quality of education on specialties 5B020700 "Translation studies", 5B050400 "Journalism", teaching courses in the departments corresponds to the current level of science, according to the direction of the department, as well as the implementation of the practical relevance of research staff of the department.

Materials of scientific publications used in teaching core subjects of translation and linguistic cycle theory of language teaching methodology and translational work.

The teaching staff of the department is actively involved in the development of education and science. This is evidenced by the number of scientific seminars, conferences and publications.

Implementation of research results in the educational process at the department of "Russian Language and Literature" is carried out in different directions. In research paper benefited student research. Implementation of the results of research work of students in the educational process of the department, and the practice of journalism is confirmed by the introduction of regulations.

The results of scientific research on topics enterprising staff of the department are used in the content of lectures and laboratory exercises, as well as during training and production practices. For this purpose, published educational and training manuals. The relevance of the research confirmed acts implementing the results of research of teachers in the educational process.

The motivation for the implementation of research results in the educational process is the need to bring the system of higher education to scientific problems of the department.

Implementation of monograph materials of Z.P.Tabakova "Ethnopoetic. Dialogue of Cultures"(Saarbrücken (Germany): Palmarium: academicpublishing, 2014. - 137 p. (8.5625 pp.) and her articles on the problems of ethnopoetic and ethno linguistics in the educational process allows future journalists to form themselves under contact bilingualism and an idea of the interaction of the Russian and Kazakh culture.

From 2012-2013 till 2014-2015 academic year the teaching staff of the department of Russian language and literature has published 149 articles, monographs and manuals.

Materials of scientific publications are used in teaching of core subjects of journalism.

At the department of "Kazakh Philology" Zh.S.Talaspäeva contributes to the development of science of the North Kazakhstan region, who examines the legacy of North Kazakhstan poets-writers in the context of linguocultural knowledge. Z.S. Tayshybay has developed the methods of studying of historical figures' activities in the literary and historical space and implemented them in the educational and scientific sphere.

The GPA of the state examination in the specialty indicates a high level of theoretical and practical training of graduates. The State Examination Board notes that the students have accompanied their responses with the examples of the practical activities of the media, in which they work in their specialty.

The quality achievements of EP meets the requirements of the labor market, predicted the next few years: in the region there is a steady increase in the number of local television and radio channels, in connection with which there is demand for highly qualified personnel.

Thus, EEC notes that 18 criteria of this standard have a strong position, 13 criteria - satisfactory, and 2 require improvement.

Strong positions of EP:

- availability of developed graduate's models of the educational program, including knowledge, skills, competencies and personal qualities.
- the content, volume, logic of individual educational trajectories of students correspond to the logic of disciplines and ensure the formation of professional competence of graduates.
- EPs ensure an effective balance between the theoretical and practice-oriented disciplines.

- the content of disciplines provide the formation of students' professional competence, skills and knowledge blocks.

The following criteria require improving of the EP:

- the administration of EP insufficiently diagnoses students' knowledge at the beginning of the training course and in the study of academic disciplines.

- the lack of joint educational programs with foreign universities, the low degree of involvement of Kazakh scientific and research institutions to the educational process.

In order to improve the implementation of EP the EEC recommends:

- to update the description of the mechanisms that ensure the achievement of the expected results by students in the study of academic disciplines;

- to intensify the work on the development of joint educational programs with foreign universities and attract local and foreign universities for the development of joint educational programs.

3) Standard «Faculty and Teaching Efficiency»

Currently the EP 5B020700 "Translation studies" is provided by highly qualified teaching staff with basic education. Educational process is provided by 23 full-time teachers and 5 part-time, including 12 PhDs. The number of faculty with academic degrees and titles is 52.2%.

The active use of ICTs made possible by the support of the educational process with modern technology and multimedia software.

The university is constantly acting master class on the use of innovative methods and techniques, interactive methods in the educational process. In the organization of the master class attended by the most experienced and active teachers of the university.

While planning the professional development of the teaching staff it focuses on courses and seminars on the application of innovative methods and forms of teaching.

During the period from 2008 to 2015 16 teachers of the department "German Philology" have been training in various training programs, which the strength of the full-time teachers of the department is 100%. 12 teachers of the department "Kazakh Philology" have been visited the professional development courses, which the strength of the full-time teachers of the department is 85.7%. 9 teachers of the department "Russian Language and Literature" have been trained in various forms the professional development, which is 75%.

The teaching staff of the department "German philology" is constantly involved in the work as translators in various activities of the university, the region, as well as the translation of official documents, publications of the akimat, the regional department of culture, the regional archives, edition "North Kazakhstan", and the translation of state standards for the Ministry of Energy of the RK. The participation of such events develops the useful translation skills as well as skills for training.

The EP 5B050400 "Journalism" at the department of "Russian Language and Literature" the educational process is provided by 12 full-time teachers, including 2 doctors of sciences, 7 candidates of philological sciences, 2 practicing journalist. The percentage of faculty with advanced degrees is 75%; Doctor of Science - 16.7%; candidate of philological sciences, associate professors - 58.3%; practicing journalists - 15%.

The proportion of practical teacher at the department of "Russian Language and Literature" is 16.6%.

At the department of "Kazakh philology" the total number of teachers is 13. The number of full-time teachers - 13, including 3 professors, 5 associate professors, 5 senior teachers, 5 masters, 1 of them is Master of Journalism, 4 are Master of Philology. There are 8 teachers with advanced degrees, 7 of them are candidates of philological sciences. The number of full-time faculty with academic degrees and titles is 57%.

In order to continuously improve the quality and methodical support of the educational

process of the department the schedule of classes is developed for each academic year and it's conducted open classes. Visiting classes of each other is realized by teachers based on the approved schedule. The teacher attending classes makes a report that reflects: the test results; comments; proposals for further improvement of the educational process.

Teachers of the department actively attend classes of colleagues conducting the disciplines on the EP 5B050400 "Journalism" such as "Journalistic Investigation", "Workshop on Journalism", "Lexicon of the media", "Media design", "Language and style of the QMS", "Internet journalism", "Practical Information Content", "International Journalism", "Advertising in the mass media" and others.

The reports on the results of the classes visiting are analyzed at the end of each semester at the departments' meetings and made recommendations to improve the methods of the educational process. Teachers of the department annually hold open classes according to the schedule. Immediately after the classes it's conducted the discussion and executed protocol, which noted the positive aspects of employment, comments and suggestions on improving teaching methods.

The Heads of departments regularly visit classes, exams, conferences on practice and other activities carried out with the students.

Chairs accumulate and analyze information on their activities, carry out an assessment of strengths and weaknesses. According to the results of activities it's regularly reported (the individual reports of the teaching staff, the report of scientific and methodological seminar of departments, the annual reports of departments).

There is a working group to assess the quality of classes at the university. The assessment report of classes is submitted to the department.

The work of the teaching staff is realized in accordance with PRO NKSU 704-14 Planning of the educational process and PP NKSU 02 Regulations on the norms for calculating the volume of the educational work carried out by the faculty of the NKSU named after M. Kozybayev. The average annual load of the teaching staff is approved by the Academic Council of the university. In 2013/2014 academic year it is 750 hours in the bachelor's, 650 hours in the master's degree.

The structure of the teaching staff load is defined in the individual plan and includes educational, methodical, organizational-methodical, scientific-research, social work, work on interaction with the external environment, as well as the professional development. The individual plan is formed by the teacher in "Electronic rectorate" separately for each occupied rate.

The content of the teacher's individual work plan reflects the goals and objectives of the department, faculty/institute as a whole, which are determined by the need to achieve qualitative and quantitative characteristics relevant to the license parameters, the requirements of the rating of the university and specialty.

The individual plans of the teaching staff are considered at the department's meetings. The individual plans are coordinated with the head of the department, director of ILL and approved by the vice-rector responsible for affairs in the electronic administration system.

The faculty of the department of Russian language and literature shall annually publish in international journals and collections of materials of international conferences with non-zero impact factor. Scientists are regularly published in Russian and European editions, registered in RISC, The Asian Education Index, GIF, Index Copernicus International, OAJI, BASE, SSOAR.

The teaching staff of the department of Russian language and literature takes an active part in the social life of the city and the region: Z.P.Tabakova is an honorary citizen of the North Kazakhstan region. Bochkova L.A. and Tabakova Z.P. regularly publish articles on socio-political issues in the media. The teaching staff of the department communicates with the places of practices, conducts city Olympiads, competitions in journalism on the basis of ILL.

Thus, EEC notes that 8 criteria of this standard have a strong position, 12 criteria - satisfactory and 1 require improvement.

Strong positions of EP:

- The institution demonstrates to the public the availability of information on teachers,

including catalogs of teachers, arranges the surveys on the website of the university;

- EPs' administration complies with the principle of accessibility of the managers and transparency of all personnel procedures;

- EPs' administration monitors the satisfaction of the teaching staff;

- the teaching staff is actively involved in the life of society, shows their role in the education system, the development of science the region, creating a cultural environment, participation in exhibitions, creative competitions, charity programs.

The following criteria require improving of the EP:

- low percentage of attracting faculty to participate in a program of academic mobility;

- low percentage of attracting the best foreign and local teachers to the educational process and conducting joint research with the implementation of the EP.

In order to improve the implementation of EP the EEC recommends:

- to activate the participation of teachers in a program of academic mobility;

- to intensify the work on attracting the best foreign and local teachers to the educational process and conducting joint research with the implementation of the EP.

4) Standard «Students»

The university formed a transparent policy formation of a contingent of students. This is facilitated by close ties with the university educational bodies, to create a model of networking schools in the region. Favorable factors for admission to the university is a discount system for tuition, depending on the academic achievements of students, the annual grants to the rector, the mayor and others. Financial support, rapid response to changing needs of the region in the new formation.

Admission for EP 5B050400 "Journalism" is carried out by the program of the creative entrance examinations of the MES. A creative examination for students of the specialty "Journalism" is taken in the form of essay. The purpose of creative exam: revealing the creative potential of applicants, the degree of readiness of applicants to the profession of journalism, speech development level of applicants. The creative essay should reveal the applicant's ability to be trained on a specialty "Journalism".

The second creative examination in the specialty "Journalism" is conducted in the form of interviews to identify the professional suitability. The exam's objectives: identification of communicative abilities of applicants, motivating applicants to the profession of journalism.

The total number of applicants in EP is students learning on the state order and on a paid basis in the field:

Academic year	Study form	All students	Learning on the grant	Learning on a paid basis	Learning in Kazakh language
5B050400 «Journalism» rus.					
2012/2013	Full-time	62	9	53	0
2013/2014	Full-time	51	13	38	0
2014/2015	Full-time	75	14	61	0
5B050400 «Journalism» kaz.					
2012/2013	Full-time	17	1	16	17
2013/2014	Full-time	26	-	26	26
2014/2015	Full-time	41	-	41	41

On the basis of these data we can conclude that it's observed the increase in the number of students on 5B050400 Journalism.

Academic year	Study form	AI students	Learning on the grant	Learning on a paid basis	Learning in Kazakh language
5B020700 «Translation studies»					
2011/2012	Full-time	76	9	67	-
2012/2013	Full-time	57	5	52	-
2013/2014	Full-time	50	3	47	-

On the specialty 5B020700 Translation studies it's observed the opposite picture, a contingent of students is decreased.

For students it's created opportunities for a comfortable training with the current requirements of the educational process.

One of the strengths of the university the commission notes the developed politics in the organization of the educational process and the openness of information materials for students. Students actively use the AIS "Platon" and educational portal www.nkzu.kz as a source for obtaining the operational network of electronic teaching materials of disciplines, working curricula, information on academic achievements.

The educational programs are developed on the basis of the students' views. The feedback is realized by organizing forums of NKSU site. There are boxes of complaints and proposals of students on each floor of educational buildings and a Blog of the Rector.

The university sets up and operates student organizations such as the Committee on Youth affairs of NKSU named after M. Kozybayev, the Primary union organization of students of NKSU named after M. Kozybayev, Alliance of students of NKSU name after M. Kozybayev. As part of the site of the University it's created so-called "Virtual Receptionist" (blogs), where students can also consult with their problems. The additional communicative tool for students of the university is a forum where are topics for discussion the draft documents for the educational process, etc.

Students on a contractual basis are able to get discounts on tuition, scholarship akim, vacant government grants based on the results of examinations and scholarships.

The university has created for students conditions for self-realization: research work with students is conducted gradually, starting with the lower division. On older years they have the opportunity to express them individually by participating in the projects' work and reporting at the scientific conference.

The department of "German philology" has SSC "Translation studies" on the specialty 5B020700 "Translation studies". The main scientific activities, which were attended by students of EP 5B020700 "Translation Studies" are: the contest "Best translator" held for students 2 and 3 courses; the interactive game "Translation Tournament" held using various multimedia technologies.

Student Scientific Society "Translation Studies" includes in its membership the students of EP 5B020700 "Translation studies" in the amount of 33 people and operates from 2012. Research is conducted in the direction of "Actual problems of translation" within the scientific direction of the department "Actual problems of linguistics." The result of research students are research papers, competitive work and course and diploma works, acts implementations. Students of educational programs annually participate in university and republican competitions of scientific works.

As part of EP 5B020700 "Translation studies" the contest works reflect the results of a study aimed at studying topical problems of translation. Topics NIRS closely linked to the professional activity of the students. Within the Science Days tour of university Olympiad are traditionally held on foreign languages (participants are students of 3-4 courses). Students-winners of the first round of the Olympiad take part in the Republican Olympiad on the basis KazUICandFL named after Abylaikhan (students received awards in two categories: "The best translation", "The Best Interpretation"), in the regional Olympiad on translating carried out on the basis of the Kazakh Humanitarian Law University.

As part of EP 5B020700 "Translation studies" in the period 2011-2014 the most scientific papers of students have been published in collections of conferences organized by the NKSU named after M. Kozybayev, L.N. Gumilev ENU (Astana), Sh. Ualikhanov KSU (Kokshetau). Foreign publications include the work of Rudenko K. in collaboration with Associate Professor A.S. Amrenova published at the IX International scientific-practical conference "The key issues of the modern science - 2013", 17-25.04.13, Prague, Czech Republic.

At the department of Russian language and literature it's always operated SSS on journalism. Students of educational programs annually participate in university and republican competitions of scientific works.

On the specialty "Journalism" students are published in partnership with the teachers, as well as in the individual, student collections. For the reported period it was published 32 research papers of students of the specialty "Journalism". 12 of them - in the proceedings of international scientific conferences, 16 - in the proceedings of the republican scientific conference, 4 - in the proceedings of the regional scientific and practical conferences. In the period from 2012 to 2015 students under the guidance of teachers published: 2014-2015 - 27 works.

The University has a system of measures to help students who have problems with academic performance. For example, students who have not passed landmark or final control for good reason can take it in the set individual deadlines. The individual schedule of examinations is allowed in case of confirmation of force majeure: sickness, maternity and others, under the rules of the credit learning technologies, the internal regulations and the Charter of the University.

The gifted students can participate in the Olympiads (full financial support), participation in scientific conferences at various levels (travel expenses, publications). The university has developed various forms of support for gifted students: grants of the rector and M. Kozybayev, financial support for participation in republican Olympiads and scientific conferences at various levels, financial aid for students, awarding of diplomas and gratitude pismamai. After graduating baccalaureate they have the opportunity to enter the program of the magistracy.

A number of graduates EP 5B020700 "Translation studies" have achieved success in the professional field and act as employers. Opinions and recommendations of employers, graduates of the department are considered in the improvement of the educational process, their successful professional activities improve the image of educational programs.

Organizations and enterprises of the city, the heads of which are our graduates, are the places of the practices for the EP 5B020700 "Translation studies".

The students have the opportunity to participate in the activities of an educational nature. Creative associations of the Student Club provide conditions for realization of creative potential of talented youth. There are three student folk theaters such as "Shanyrak" (established in 2001), "Crooked Mirror" (established in 1988), "Pilgrim" (established in 1968) in the structure of the student club.

It's operated creative circles, clubs and associations of interest to organize the leisure time of students completely. It's functioned the debate club "Zhiger", the gender club "Nur Aru". The time after lessons is carried out by student associations: "Alliance of Students of Kazakhstan", the Committee on Youth affairs and the union committee of students.

Diverse cultural events are held. The talented students participate in the national folklore-ethnographic ensemble "Sherter", the vocal ensemble "Melos", NKSU student's choir, the instrumental ensemble «Brend» and the ensemble of modern choreography "Anturnan".

The university has developed a mechanism for the employment of graduates. The total control over the process of employment of graduates of the university is the head of the practice of the organization and planning department of educational and methodical service. Every year, the university appoints the responsible for employment at the institute/faculty and at the graduate departments. Every year, the university carries out the general university job fair with the participation of employers of different spheres of the activity.

The university has implemented the IS "Employment", which allows monitoring the distribution and employment of graduates. For all the graduates it's formed a data bank on their distribution, including the following information: name, address of the organization, which distributed a graduate, as well as the estimated position. For communication with graduates it's formed the bank of their e-mail addresses.

Each year, information about the best graduates is placed on the website of the University (<http://www.nkzu.kz/page/view?id=93>).

Feedback from graduates is supported through negotiations, correspondence, meetings and e-mail, as well as the survey of graduates of the current year and previous years.

The analysis of satisfaction of graduates with their employment is carried out on the basis of survey of graduates of past years.

The relation with graduates is kept by the university's Graduates association, the formation of a database of graduates, the annual holding of the Graduates' forum.

The table shows the indicators of employment of graduates of the educational program 5B020700 "Translation studies" for 3 years.

Table – Employment of graduates

Academic year	Number of graduates			Number of graduates, who have a job		
	total	grant	on a paid basis	total	grant	on a paid basis
5B020700 «Translation studies»						
2011/2012	32	4	28	25	4	21
2012/2013	23	2	21	20	2	18
2013/2014	12	2	10	11	2	9

There are shows the indicators of employment of graduates of the educational program 5B050400 «Journalism» for 3 years.

Table – Employment of graduates

Academic year	Number of graduates			Number of graduates, who have a job		
	total	grant	on a paid basis	total	grant	on a paid basis
5B050400 «Journalism»						
2011/2012	9	3	6	9	3	6
2012/2013	9	2	7	9	2	7
2013/2014	11	1	10	11	1	10

According to the above data it can be concluded that the accredited specialties require the revitalization of employment of graduates.

Thus, EEC notes that 4 criteria of this standard have a strong position, 8 criteria - satisfactory, and 3 require improvement.

Strong positions of EP:

- regular monitoring of employment and professional activity of graduates;
- functioning of the university feedback system, which includes prompt submission of information on the evaluation of students' knowledge;
- creation of conditions for professional certification of students in the field of specialization in the learning process.

The following criteria require improving of the EP:

- low representation of students in the collegiate governing bodies of EP;
- low participation of students in programs of internal and external academic mobility;
- insufficiently developed a mechanism for the recognition of the results of academic mobility of students.

In order to improve the implementation of EP the EEC recommends:

- to attract actively students to the work of the collegiate governing bodies of EP;
- to activate the participation of students in the academic mobility programs;
- to develop a mechanism for the recognition of the results of academic mobility of.

5) Standard «Resources Available to Education Program»

For the implementation of the EP 5B020700 "Translation Studies" it's used specialized audience with interactive multimedia complexes Smart Board 660i; multimedia language laboratories; German Cabinet; room of course and diploma design.

Technical equipment of multimedia language class audience №249 of the building №3 is used in carrying out a number of disciplines of EP 5B020700 "Translation studies".

Material support of the educational process for the implementation of EP 5B050400 "Journalism" is presented in the following infrastructure; a multimedia computer lab, multimedia classroom, specialized audience. To implement the EP on specialty 5B050400 "Journalism" is used: a specialized audience, where the interactive multimedia complex Smart Board 660i, classrooms, you can use a portable multimedia systems, TVs, DVD, digital cameras, teleprompter VSP-T, station computer nonlinear video editing; digital video recorders and cameras, CD-radio, voice recorders, specialized laboratories (studio "Parasat"), the newspaper "Parasat".

The university's library has a special office of the periodical press employing as the training base for students of 5B050400 "Journalism".

In order to optimize the organizational structure of the scientific departments of the University merged into Scientific-Research Service (SRS).

The main element of the organization and conduct research at the University are research centers, laboratories, faculties, departments, where operate at creative teams, student scientific society (SSS).

There is a free Wi-Fi on the whole territory of the university. Currently, the university has implemented the system of remote access to the resources of the computer network and the Internet via NKZUNet VPN technology via wireless access points.

There are 2 computer rooms, multimedia classrooms for students of magistracy in buildings № 3, 4. The department has access to the Internet. Undergraduates have access to the information resources of the library, working with the catalog, use the subscription. All teachers of the department have access to the Internet in order to improve information provision of the educational process, the use of new information technologies.

The fund of basic textbooks is fully consistent with the profile of training and completed according to the requirements of the profession. The library has an electronic catalog of NKSU. In all subjects presented UMKD. The proportion of the library collection in electronic media is 16%.

The results of research, the texts of final papers and dissertations are passed through the "Anti-plagiarism".

It's operated the internal mail server with the registration of mailboxes and address books of all departments of the university.

In general, material and technical, information and library resources used for the organization of training and education, are sufficient to fulfill the stated mission, goals and objectives and meet the requirements of the implemented educational program.

The departments demonstrate the reflection on web-site information describing implemented EPs, the effectiveness of its use to improve EPs. There are the personal pages of the teaching staff at the portal of the university.

Information networks, electronic administration are used to inform the public.

An important factor is to comply with the copyright when placing the training and methodological support in the open access.

Information and communication technologies are a tool, which increases independent opportunities of the students and enabling the teacher to share experiences and to improve the skills in the comfort of his office.

Thus, EEC notes that 15 criteria of this standard have a strong position, 16 criteria - satisfactory, and 1 requires improvement.

Strong positions of EP:

- widely available to the students as much as possible the number of structured, organized information on disciplines - presentation materials, lecture notes, required and optional literature, practical tasks;

- the university has created the necessary learning environment that promotes the formation of professional competence and taking into account the individual needs and capabilities of students;

- the university carries out regular assessment of the dynamics of the material and technical resources and information support of EPs, effective use of evaluation results to adjust the planning and budget allocation;

- comprehensive information support of students to provide them with information, reference and methodical materials necessary for the development of the educational program.

The following criteria require improving of the EP:

A small number of electronic versions of published magazines.

In order to improve the implementation of EP the EEC recommends:

- to activate the work on increasing the number of electronic versions of published magazines;
- to continue the increasing the book fund, including fund educational, methodical and scientific literature on the profile disciplines on paper and electronic media, periodicals in the national language.

6) Standards in the context of separate specialties

The general evaluation of the implementation of educational programs 5B050400 Journalism, 6M050400 Journalism showed a sufficient level of literacy of graduates in the field of foreign language education.

The program contains elements 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 the important components needed to prepare for the professional activities developing key competencies.

According to EP it's provided industrial practice. It's signed contracts on passage of appropriate practices with basic businesses.

Thus, EEC notes that 5 criteria of this standard have a strong position, 2 criteria - satisfactory.

Strong positions of EP:

Objectives and results of EP are aimed at getting by learners specific skills demanded by the labor market of the North Kazakhstan region.

EP includes a significant number of disciplines and events aimed at getting by learners practical experience in applying theoretical knowledge as manufacturing practices, passage of training at enterprises, participation of practitioners in the field of journalism in lectures and seminars,.

5. Recommendations for improvement EP from the first cluster of the North Kazakhstan State University named after M. Kozybayev

In order to improve the implementation of the EP, the Commission recommends:

1. *to assess the risks of educational programs development and identify ways to reduce these risks;*
2. *to strengthen the work in collaboration with other institutions that implement educational programs on specialties 5B020700 Translation Studies, 5B050400 Journalism;*
3. *to activate the participation of stakeholders' representatives (employers, faculty, students) in the part of the collective management bodies of the educational program.*
4. *the administration of EP insufficiently diagnoses students' knowledge at the beginning of the training course and in the study of academic disciplines.*
5. *the lack of joint educational programs with foreign universities, the low degree of involvement of Kazakh scientific and research institutions to the educational process.*
6. *to activate the participation of teachers in a program of academic mobility;*
7. *to intensify the work on attracting the best foreign and local teachers to the educational process and conducting joint research with the implementation of the EP.*
8. *to attract actively students to the work of the collegiate governing bodies of EP;*
9. *to activate the participation of students in the academic mobility programs;*
10. *to develop a mechanism for the recognition of the results of academic mobility of.*
11. *to activate the work on increasing the number of electronic versions of published magazines;*
12. *to continue the increasing the book fund, including fund educational, methodical and scientific literature on the profile disciplines on paper and electronic media, periodicals in the national language.*

РЕКОМЕНДАЦИЯ АККРЕДИТАЦИОННОМУ СОВЕТУ

The members of the external expert committee came to a unanimous opinion that the educational program 5B020700 Translation studies, 5B050400 Journalism, implemented by the North-Kazakhstan State University named after M. Kozybaev can be accredited for 5 years.