

MINISTRY OF AGRICULTURE OF THE REPUBLIC OF KAZAKHSTAN

Joint-stock company

“Kazakh AgroTechnnical University named after S.Seifullin”

REPORT ON SELF-ASSESSMENT

ON THE EDUCATIONAL PROGRAM

BACHELOR - 5B051100 MARKETING,

MAGISTRACY - 6M051100 MARKETING,

DOCTORAL STUDIES - 6D051100 MARKETING

IN THE FRAMEWORK OF THE SPECIALIZED ACCREDITATION OF THE IAAR





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ASTANA, 2019

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DEFINITIONS AND ABBREVIATIONS

Undergraduate: A professional higher educational program with a normative term of training of at least 4 years with the award of an academic bachelor's degree.

Magistracy: Professional educational program of the post-graduate education with a standard term of 2 years training (scientific and pedagogical direction); 1,5 year (profile direction) with the award of the academic degree of Master of Agriculture in the specialty "Marketing".

Doctoral studies: Professional educational program of postgraduate education aimed at training scientific and pedagogical staff with the award of a doctoral degree (PhD) or a doctor in the profile with a normative term of training of at least 3 years.

Individual curriculum: A document compiled annually by the student for the academic year on the basis of a standard curriculum and catalog of elective disciplines, and containing a list of academic disciplines for which he was enrolled and the number of credits or academic hours; individual curriculum reflects the educational trajectory of a particular student

Catalog of elective disciplines: A document containing a list of academic disciplines, their scope, forms of intermediate control (coursework), determined by a higher educational institution independently, and offered to students for study by choice.

Credit technology of education: Educational technology aimed at increasing the level of self-education and creative mastering of knowledge on the basis of individualization, electivity of the educational trajectory and accounting for the volume of the learned teaching material in the form of credits.

Elective component: A list of academic disciplines and the corresponding minimum amounts of credits or academic hours offered by higher educational institutions, chosen by students independently and studied in any academic period.

Working curriculum: The document is developed and approved by higher educational institutions on the basis of a typical curriculum and individual study plans of students, taking into account the conditions of specific professional activity, the stages of the educational process: it contains a complete list of training disciplines grouped into cycles GED, BD and PD as mandatory component, and a elective component, required for mastering by the student, indicating credits or academic hours: the structure of the working curriculum is determined by the higher educational institution independently.

Syllabus: The curriculum of the discipline, which includes the description of the discipline being studied, its goals and objectives, a thematic plan reflecting the continuity of each topic, their brief content, tasks for independent work, time for consultations, a timetable for supervisory control, a list of literature, teacher requirements, and evaluation criteria.

Model curriculum: The main educational document, developed on the basis of the state compulsory standard of education in the specialty and setting the mandatory components in the form of a list of academic disciplines, combined in the cycles of the GED, BD, PD with the indication of the minimum credits required for mastering by students, forms of control, as well as additional types of training and final attestation.

Compulsory component: List of academic disciplines and corresponding minimum amounts of credits established by state compulsory educational standards and studied by students without fail in accordance with the training program.

Department for Academic Affairs: A service providing the organization of various types of knowledge control, which registers the entire history of educational achievements of students and the calculation of their academic rating, as well as the issuance of documents on education

The following abbreviations are used in this self-assessment report:

MES RK - Ministry of Education and Science of the Republic of Kazakhstan;

HEI - higher educational institution;

KATU - Kazakh Agro technical University named after S. Seifullin;

SCES - state compulsory educational standards;

IAAR -Independent agency for accreditation and rating;

RW- research work;

RWS- research work of the student;

RWM - research work of master student;

EP - educational program;

TS – teaching staff

QMS -Quality Management System;

GED -general educational disciplines;

BD - basic disciplines

MD – major disciplines;

SSW – students’ self-study work

IWST – independent work of students under the guidance of a teacher

IWMST- independent work of master students under the guidance of a lecturer

EEEEA – external evaluation of educational achievements;
FSC – final state control;
AIC – agro-industrial complex;
RI – Research Institute
CCR- club of cheerful and resourceful
YC - youth committee;
FSA –faculty of social activities;
MM- mass media;
JSC –joint-stock company;
MC –model curriculum;
TMC –training and methodological complex
EMCD -educational and methodical complex of discipline
MA –Ministry of Agriculture;
WC – working curriculum;
CED– catalog of elective disciplines;
IC –individual curriculum;
EMCS –educational-methodical complex of specialty;
EMC –educational-methodical council;
MEP –modular educational program;
AP – academic plan
MC -midterm control
RS – rating system;
FC –final control;
CC – current control;
AIS –automated information system;
IT –Information Technology;
SWOT –Strengths Weakness Opportunities Threats;
ISO - The International Organization for Standardization;
LLP– limited liability partnership;
NC – national company;
ECTS – European Credit Transfer System;
QS - Quacquarelli Symonds
EAC – Eurasian Economic Community;
SAC – Supreme Attestation Commission
RSE – republican state enterprise

UNT –unified national testing;

CTE – complex testing of entrants

MP&DM - management of personnel and document management;

CCRK – Civil Code of the Republic of Kazakhstan

DAA – Department for Academic Affairs;

DEW – Department for Educational Work;

SCS- service center for students;

NORMATIVE REFERENCES

The department «Marketing & Service" in the implementation of the educational programs for the training of bachelors, masters and doctors PhD specialty "Marketing" carries out its activities in accordance with the regulatory legal acts of the Ministry of Education and Science of the Republic of Kazakhstan:

1 Law of the Republic of Kazakhstan of July 27, 2007 No. 319-III "On Education" (as of July 15, 2011, as amended and supplemented); Standard rules for the ongoing monitoring of academic performance, intermediate and final certification of students in higher educational institutions (№ 125 from 18.03.2008, changes were made by the order of the Ministry of Education and Science of the Republic of Kazakhstan №94 from 16.03.2011);

2 Rules of the organization of the educational process on the credit technology of training (№ 152 from 20.04.2011).

3 Law of RK "On Accreditation in the Field of Conformity Assessment" dated July 5, 2008 No. 61-IV.

4 Rules of accreditation of educational organizations of the Republic of Kazakhstan. Decree No. 1385 of the Government of the Republic of Kazakhstan as of December 29, 2007.

5 SST of the Republic of Kazakhstan 5.04.019-2011 "Higher education. Undergraduate. Basic provisions ", approved by the order of the Ministry of Education and Science of the Republic of Kazakhstan dated June 17, 2012. №261.

6 SST of the Republic of Kazakhstan. Higher education. Undergraduate. Basic provisions approved by the order of the Government of the Republic of Kazakhstan on August 23, 2012, No. 1080

7 Model rules for admission to education in the organization of education, implementing professional higher education curricula (approved by Government Decree of January 19, 2012 № 111, as amended on April 19, 2012 № 487, June 30, 2012 № 896).

8. The program of development of JSC "S.Seifullin Kazakh Agrotechnical University. "for 2011-2015 years and others.

GENERAL INFORMATION

Name of the educational organization	Joint Stock Company "S. Seifullin Kazakh Agro technical University"
Legal requisites	Republic of Kazakhstan, 010000, Astana, Pobedy Ave 62 Tel: 8 7172 317547, 8 7172 393918, Fax: 8 7172 316072 E-mail: agun.katu@g.mail.com Web-сайт: www.kazatu.kz
Constitutor	Rights and ownership of 100% of the Company's shares belong to the Ministry of Education and Science of the Republic of Kazakhstan (the only shareholder of NAREC"National Agrarian Research and Education Center")
Head of the University	Kurishbaev Akylbek Kazhigulovich
First Deputy Head	Abdyrov Aitzhan Mukhamedzhanovich
Contact entities for preparing a self-assessment report	Aykhozhin S.K., Rustembayev B.Ye 8 7172 397607 87172 398208 Aldabergenova S.S. Тел: 8 7172 395907
Date of self-assessment report	
Information about the self-assessment procedure	The self-assessment procedure was carried out collectively, on the basis of the principles of transparency, publicity and clarity. When compiling the self-assessment report, the commission was guided by the following methods: quantitative analysis, systemic, objectivity, comparative analysis, generalization theorizing. The self-assessment report on institutional accreditation was approved at the meeting of the University Academic Council. 2018 protocol No.

1 SUMMARY OF ACTIVITIES S.SEIFULLIN KATU

1.1 Introduction

S.Seifullin Kazakh Agro technical University (hereinafter S.Seifullin KATU) is a subject of higher professional education of the Republic of Kazakhstan and acts on the basis of the Charter approved by the order of the State Property and Privatization Committee of the Ministry of Finance of the Republic of Kazakhstan on 27.06.2007 No. 350, a certificate of state re-registration of a legal entity No. 27738-1901-AK dated July 10, 2007.

S.Seifullin KATU is one of the largest higher educational institutions in Kazakhstan. This university provides training of highly qualified specialists for various sectors of the economy of Kazakhstan, carrying out scientific research and training on their basis highly-qualified personnel.

The faculty of the university unites 800 employees, including more than 402 doctors of sciences and candidates of sciences, professors, associate professors. Education is conducted in 10 faculties, 45 departments in 37 areas of undergraduate, 31 areas of graduate programs and 11 specialties of PhD.

Higher vocational education is received according to the full-time and correspondence courses, including the reduced educational program and on the basis of higher education. Depending on the form of study, the period of study is from 2 to 5 years.

On the basis of higher education, graduates of higher educational institutions receive a second higher professional education at the institute of advanced training and distance education: the period of study is from 2 to 4 years, depending on the form of study.

Employees of enterprises have the opportunity to receive higher professional education at the institute of advanced training and distance education by the full and reduced program. Duration of training is from 2.5 to 5 years.

Over the years of its existence, more than 50 thousand specialists left the university who successfully work in the Presidential Administration, the government, the Senate and the Mazhilis of the Republic of Kazakhstan, akimats, head the large enterprises, have become famous scientists and politicians both in our country and abroad.

1.2 History KATU named after S. Seifullin

JSC "Kazakh Agro technical University named after S. Seifullin" has more than half a century history.

Its foundations were laid in 1957, when in the center of the vast virgin region of the city of Akmolinsk by Resolution of the Council of Ministers of the USSR No. 1176 of October 3, 1957 Akmola Agricultural Institute was organized. The decision to set up the university was associated with the wide development of virgin and fallow lands in Kazakhstan, the opening of hundreds of new state farms and, as a result, there was an urgent need for highly qualified specialists. Specialists were trained in three faculties: agronomic, land management and agricultural mechanization. The first admission was organized in 1958 and amounted to 250 students.

The Institute gradually expanded, becoming a major center of higher agricultural education and science. Over the next 20 years, other faculties were organized and opened.

In 1996, according to the Government Decree No. 573 of May 7, 1996, the Akmola Agricultural Institute was reorganized into Akmola Agrarian University, and was named after a prominent public figure and outstanding personality of the Kazakh people - Saken Seifullin.

Based on the Decree of the Government of the Republic of Kazakhstan No. 821 dated July 15, 2001, the State Enterprise "Akmola Agrarian University named after S. Seifullin" was renamed "Kazakh Agrarian University named after S. Seifullin Ltd".

On May 20, 2003, S. Seifullin Kazakh Agrarian University Ltd changed the type of society and acquired the abbreviation of S. Seifullin Kazakh Agrarian University.

In 2004, on the basis of the Decree of the Government of the Republic of Kazakhstan (No. 829 of August 3, 2004), JSC S.Seifullin Kazakh Agrarian University was liquidated and the RSE on the basis of economic management of S.Seifullin Kazakh State Agro Technical University was established on its basis.

By the Decree of the Government of the Republic of Kazakhstan "Certain Issues of the Ministry of Education and Science of the Republic of Kazakhstan" (No. 300 dated April 4, 2005) the RSE on the right of economic management "S.Seifullin Kazakh State Technical University" was transferred to the Ministry of Agriculture of the Republic of Kazakhstan.

In 2007, on the basis of the Decree of the Government of the Republic of Kazakhstan (No. 409 of May 22, 2007), the university was reorganized into S. Seifullin Kazakh Agro Technical University.

The basic activities of the University are as follows:

- personnel training with higher and postgraduate professional education, advanced training and retraining of personnel in the field of agriculture and other sectors of the economy;

-conducting research and development work in the field of agro-industrial complex and other sectors of the economy;

- introduction of scientific and technical developments into production.

The main activities of the university are as follows:

1) training in accordance with the state compulsory education standard of qualified specialists for various sectors of the economy and social spheres;

2) training of scientific and pedagogical personnel in postgraduate and doctoral studies;

3) organization and conduct of fundamental, applied research and development work, as well as methodological research in all fields of science;

4) professional development and retraining of specialists in various fields;

5) cultural and educational activities, participation in the process of mutual enrichment of the cultures of the peoples of Kazakhstan, distribution and promotion of scientific knowledge;

6) production and sale of printing products, teaching and methodological manuals, new technologies and scientific developments;

7) organization and conduct of sports and recreational and sports events, the creation of sports sections;

8) conclusion of direct contracts and agreements with foreign organizations in all areas of primary activity, the creation of temporary teams of scientists and specialists, participation in the activities of international associations and organizations.

1.3 The history of the department. The modern development of market relations requires a wider application of marketing in various areas of human activity. However, its practical use is associated with the presence of a number of problems, caused in most cases by a lack of understanding of the essence and possibility of marketing. At present, a presentation of a logical sequence of consideration of the main issues, a measure of the practical realization of the marketing opportunity is required.

The essence of the study of marketing as a discipline is the study of socio-economic and organizational aspects of the promotion of goods and services from producer to consumer through exchange.

The educational program covers the main disciplines that are methodical and practical in nature, they are linked to the practice of organizing the marketing activities of business entities, in effectively ensuring that demand and supply meet for goods and services, in improving production efficiency and competitiveness of farm products. The department "Marketing and Service" in the implementation of the educational program for

the preparation of bachelors of the specialty "Marketing" implements its work in accordance with the regulatory and legal acts of the Ministry of Education and Science of the Republic of Kazakhstan.

The specialists training department "Marketing and Service" was formed in March 2001. Educational activities are carried out in accordance with the license of the Ministry of Education and Science of the Republic of Kazakhstan, series AB No. 0062189 of August 2, 2008, and are valid without restrictions. Preparation of the specialty is carried out in accordance with the State Educational Standards of the Republic of Kazakhstan No. 292 dated 05.13.2016. Standard curricula are attached to state standards, on the basis of which the work plan of the specialty is drawn up.

The educational process at the university is carried out according to the credit technology of education. The experience of the Department of Marketing and Service for the Introduction of the Credit System of Education is summarized at the university's training seminars. The system of evaluation of educational achievements in the field of credit technology of education provides reliability, objectivity, and transparency of control of students' knowledge.

The educational trajectory of the specialty "Marketing" includes the disciplines of compulsory and elective components offered taking into account the requirements of the labor market and employers. The content of elective disciplines is aimed at fundamental theoretical training in the basics of planning marketing activity, mastering the methodology and methodology of marketing research, readiness to engage in professional activities in various industries and areas of business entities, the ability to make effective decisions about the future improvement of the enterprise's position in the market based on analysis of the internal and external environment.

In 2014, the specialties 5B051100 "Marketing" and 6M051100 "Marketing" were accredited. (Appendix 3)

In 2015, the specialties 5B051100 "Marketing" and 6M051100 "Marketing" passed the state certification for compliance of the educational program with the requirements of the State Compulsory Standard. Academic classes are conducted according to the schedules of classroom and independent work of students under the guidance of a teacher, approved by the Vice-Rector for Academic Affairs.

Modernization of the process of teaching disciplines occurs taking into account the modern educational technologies, comprehensive methodological support of all its components. The faculty of the department in the educational process uses modern learning technologies (Rustembaev B.Ye., Abuov K.K., Kaskataev N.M., Karabasov R.A.,

Mutallyapova S.E.), technology according to the Project Management Practice based on the standard “ ANSI PMI, PMBOK ”(Taurbayev Zh.R., Daripbaeva S.Zh.), modern information technologies (Zhaksybekova A.B., Abdikarimova G.A.), etc. (Appendix 4).

All academic disciplines of the basic and profile cycles are provided with teaching aids, lectures, training and supervisory programs by 100%. Equipping the educational process with multimedia and subject classrooms is carried out constantly in accordance with the requirements of the state standards of the specialty. Electronic textbooks on disciplines of the department of format (BD and PD) are being introduced into the educational process.

Intensification of career guidance work among school and college students is aimed at providing highly qualified personnel from Akmola and other regions of the central region of Kazakhstan. The percentage of employment of bachelor graduates is 94%, and masters -100%. Graduates of the specialty may hold the following positions: marketing specialist, PR manager, economist, SMM manager, etc. In addition, our graduates work in government bodies, in various commercial organizations, akimats of various levels.

In the specialty 5B080700 “Marketing” in the 2017-2018 academic year, 216 students were enrolled in full-time tuition, 99 of them in the official state language. 23 students are studying under the state educational grant. In 2017-2018, 23 undergraduates are studying for master’s and 2 for doctoral studies. (Appendix 5)

Advanced training of faculty on the application of modern educational technologies, the development of its own technologies is provided in the process of attending special courses organized by the university institute of advanced training in the State Enterprise "National Center for Educational Quality Assessment" at the Ministry of Education and Science of RK. In 2018, according to the educational institutions' programs, specialty 5B051100 “Marketing” ranks 3rd, 6M051100 “Marketing” takes 2nd place, 6D051100 “Marketing” takes the 1st place. (Appendix 6)

Three lecturers of the department are awarded the title "The best teacher of the university of the Republic of Kazakhstan" (They are Head of the Department Rustembayev B.Ye., professor Abuov K.K., associate professor Kaskataev N.M.). (Appendix 7)

The analysis of activities for the period from 2014 to 2018 was made on the basis of the annual reports of the department using the methods of SWOT-analysis, questionnaires and surveys, as well as statistical methods for processing information materials on the activities of the department.

2 EDUCATIONAL PROGRAM MANAGEMENT

S.Seifullin Kazakh Agro Technical University is one of the largest higher educational institutions in Kazakhstan. It provides training of highly qualified specialists for the agro-industrial complex of Kazakhstan, carrying out scientific research and training on their basis highly-qualified personnel.

S.Seifullin KATU develops international cooperation with leading educational and scientific centers of Russia, USA, Germany, France, Turkey, Italy, Israel, China, Mongolia, Malaysia, etc. (Appendix 8)

Today university in many ways is a leader in the market of educational services. Thus, according to the many vector ratings of the Independent Accreditation Agency and the rating in 2018. S.Seifullin KATU ranks 4th among the top 20 universities of Kazakhstan (Appendix 9).

Implementation of EP 5B051100 “Marketing”, 6M051100 “Marketing”, 6D051100 “Marketing” is carried out in accordance with the national development priorities defined in the strategy “Kazakhstan - 2050”: maximum satisfaction of the current and future needs of the national economy in specialists, as well as the objectives of the State Development Program Education of the Republic of Kazakhstan for 2011-2020.

The accredited EPs are managed in accordance with the Strategy "KATU - 2025", approved at the meeting of the Academic Council on June 3, 2015, Minutes No. 20, and approved by the Board of Directors of S. Seifullin KATU on December 14, 2015.

Students of the EP "Marketing" are actively involved in the management of educational programs. They are permanent members with the right to vote of such collegiate bodies as: the Student Parliament, the Committee on Youth Affairs, the Student Trade Union, the youth wing of the Zhas Otan party, the branches of the Alliance of Students of Kazakhstan. Management of educational programs is focused on modern achievements of science and technology, as well as on the requirements of production. The content of the study program takes into account the recommendations of employers in the areas of training “Marketing” –LLP “Torgay”, LLP “Astana Line Service” and others. (Appendix 10)

The following requirements when analyzing the needs of stakeholders were identified that satisfy these needs that are put before them:

- the ability of students to conduct research of the market for goods and services;

- implement market segmentation, analyze products and consumer behavior;
- pursue skillfully pricing and sales policy, effectively use distribution channels;
- to organize and conduct high-level communication policy;
- right to choose the right strategy and tactics of the enterprise in modern market relations.

All these requirements set by stakeholders require graduates of the specialty “Marketing” of great activity, enterprise, high professionalism, mastery of the principles and methods of management, the ability to make concrete decisions in a competitive and free enterprise, good training in economics and management, examination of goods and services, merchandising and quality management.

All of these requirements are regulated in the preparation of the educational trajectory of the educational program of the specialty “Marketing”.

Plans for the development of EPs in the specialty 5B051100- “Marketing” are publicly discussed with representatives of all interested parties, on the basis of proposals and amendments of which the authorized collegial body of the university makes changes to the project.

In accordance with the requests of students, the requirements of employers and the labor market, the content of the EP is adjusted annually by approving the catalog of elective disciplines (QED) and updating the work programs of educational disciplines. In order to take into account the interests of employers in the development of the educational program, potential employers took an active part in the formation of QED, such companies as LLP Baiterek-Zhaiyk represented by project manager Zh.K Taybasarov, director of Transavia LLP I .A., Myakushko, Personnel Training Manager, The St. Regis Astana » A.I. Horkina other (Appendix 11).

The development plan for the EP was developed on the basis of the positioning of S. Seifullin KATU in the educational services market as a modern Western-style research agricultural university. In connection with this strategic goal, the university will modernize business processes in accordance with the new strategy “KATU-2025”.

The development plan of the EP is developed at the department level, approved at the meeting of the department, reviewed and approved at the meeting of the educational and methodical council (UMC) of the Faculty of Economics, at the University Academic Council, which ensures the transparency of the EP management system. The implementation of the plan is monitored annually by the university departments, the dean's office, head of the department and other interested parties. (Appendix 12.13)

At the end of the academic year, at the meeting of the department with the participation of all stakeholders (PPP, employers), a self-assessment of the EP is carried out, taking into account the changes made, the results achieved, the effectiveness and efficiency of the EP implementation are discussed. The input data for self-assessment are the reports of faculty members, representatives of employing organizations, the analysis of disciplines chosen by students (from QED). The results of the self-assessment are reflected in the minutes of the department meeting. (Appendix 14)

All representatives participating in the discussion of the development plan for the EP are specialists in the field of marketing management in the enterprise.

The department "Marketing and Service" carries out the processes of strategic planning and distribution of tasks, in accordance with the priorities of the national and regional scale, according to the stated mission, goals and objectives, systematically collects, accumulates and analyzes information about its activities; evaluates strengths and weaknesses, on the basis of which the department determines the policy and develops a strategic plan. The development plan of the study program is reflected in the plans of the teaching, research and educational work of the department.

The strategic goal of the administering sub-department of the marketing program is to implement a state educational policy aimed at training highly qualified specialists in the field of solving marketing problems.

The main conceptual provisions of the department development "Marketing and Service" are reflected in Table 1:

1. Improving the quality of educational services provided through the development of effective teaching methods.
2. Development of a system for generating and disseminating knowledge, competitive technologies and innovations.
3. Strengthening educational work and youth policy.
4. Improving the social infrastructure of the university to improve the educational process and the living conditions of students and teaching staff.

These areas are identified as priorities, as the implementation of these areas allowed to achieve a competitive position in the market of educational services in the specialty "Marketing" and fully meet the requirements of employers in highly qualified marketers, at all levels of education: bachelor, master, doctoral. Basic conceptual the provisions of the development of EP are shown in table 1.

Table 1 - the main conceptual provisions of the EP development

Strategic direction

Aims and objectives	Name	Target indicator
<p>Aims: To improve the quality of educational services provided through the development of effective teaching methods.</p> <p>Objectives:</p> <p>Creation of oriented conditions of teaching staff of the department to build an individual learning path.</p> <p>The formation of a freely self-determined and creatively developing personality of a student competitive in the labor market in a successful professional activity.</p>	1 Educational activity	<p>The high level of demand for marketing specialists in the labor market of business entities.</p> <p>Absolute university performance of at least 98%.</p> <p>The level of degree of faculty is at least 50%.</p>
<p>Aims: To develop a system for generating and disseminating knowledge, competitive technologies and innovations.</p> <p>Objectives:</p> <p>Increase the level of methodological preparation of theoretical knowledge of faculty.</p> <p>Creation of scientific and methodological centers on the problems of innovative technologies of training and education</p>	2Innovative research activities	Educating creative-minded professionals with high creative potential.
<p>Aim. Strengthening educational work and youth policy.</p> <p>Objectives.</p> <p>Actualization of cultural civil educational work aimed at the formation of a comprehensively developed creative personality.</p> <p>Formation of a healthy lifestyle.</p>	3Creating conditions for the development of students, their involvement in the socio-economic development of the country	Achieving a high level of personal and patriotic development of future competitive, creative professionals.

<p>Aim: Improving the social infrastructure of the university to improve the educational process and living conditions of students and teaching staff</p> <p>Objectives:</p> <p>1 Formation of an educational and scientific fund of domestic and foreign sources, creation of an electronic library.</p> <p>2 Creating favorable conditions for the development of the individual as a whole, contributing to its self-disclosure, self-realization and tolerance.</p>	<p>4Creating conditions to meet the educational and scientific needs of faculty and students.</p>	<p>Contribution to improving the quality of educational services</p>
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The continuity of EP content at various levels is traced, as evidenced by the availability of a postgraduate training program for specialists in EP 6D051100 “Marketing”, which also indicates the continuity of the goals of EP undergraduate-5B051100 “Marketing” - Master's program - 6M051100 “Marketing” - doctoral - 6D051100 “Marketing”.

In the management of EP 5B051100 “Marketing”, 6M051100 “Marketing”, 6D051100 “Marketing” information technologies are used. So, in order to improve the educational program management processes, constant work is being carried out on integrating the university’s educational portal into the Platonus AIS, the university’s official website is systematically updated in three languages.

The staff of the department, the material and technical base of the specialty “Marketing” contribute to the successful functioning of the educational program in accordance with the national development priorities and the strategy of the university.

The educational program in the specialty “Marketing” provides conditions for:

- the acquisition of a high general intellectual level of development, the development of marketing thinking, the ability to generalize, analyze, culture of thinking and skills of scientific organization of labor;
- high-quality mastering of the main methods, methods and means of obtaining, processing information, the formation of fundamental theoretical training of future bachelors for the transition to the next stages of higher professional education (magistracy, doctoral studies);

- formation of graduates' competitiveness in the labor market for the fastest possible employment in the specialty and professional growth, the choice of individual programs in the field of education. The EP management mechanism is based on the procedures of internal and external quality assurance, risk management. The measures used to reduce risks in the implementation of educational programs are presented in Table 2.

Table 2 - Risk Reduction Activities

№	Name of possible risks	Measures to eliminate
1	Dependence of admission to the university on the contingent of school graduates and a small number of government orders in the magistracy	Formation of a contingent of students of this profile through the active career guidance and information and communication works in schools of the Akmola region, the city of Astana and in other regions of Kazakhstan.
2	Changes in requirements for key competencies for specialists	To improve and introduce in the educational process innovative training technologies and the provision of educational services at the level of world standards. Maintain communication with employers of the EP, regularly review the development plan of the EP, to assess the achievement of learning aims.
3	Lack of scientific and teaching staff	Preparation of highly qualified scientific personnel through the master's and doctoral studies (PhD) at the level of modern requirements and the creation of favorable motivational conditions

Evaluation of the achievement of learning objectives is held annually at the end of the school year by the head of the department.

Every year, at the beginning of the school year, at the meeting of the department are appointed responsible for individual processes of implementation of EP (responsible for research department - R. A. Karabasov, responsible for educational work - K. K. Shapenova, responsible for the QMS at the department - J.-E. Mukhtarov) (Appendix 15). The activities of the department are governed by the regulations on the department "Marketing and Service", the duties of the department staff are spelled out in job descriptions developed by the personnel management department together with the quality service. Copies of the position and job descriptions are available at the department, as well as placed in the electronic document

management system. The original documents are stored in the personnel management department, where each employee gets to know him against painting.

The university has an official website where you can find all the information about the activities of the university as a whole and separately in the specialty “Marketing”, where everyone can find out any information related to the university and directly about the specialty “Marketing” in all levels of study: doctorate. The site has a blog of the rector, where you can contact with any question of interest, the letter will be forwarded to the competent department on this issue, which will be able to give a competent answer to the question posed.

The university has developed a provision for PRMSCRS QMS 11010. 02 - 2013 Regulations on the procedure for handling complaints from students by university management. The internal regulations specify the hours of admission by the leadership of the faculty and students. The department has set the hours of admission, during which students can contact with questions to the head of the department.

The frequency of evaluating the effectiveness of the EP and its revision is carried out no more than 2 times a year, in accordance with the SCES of higher education approved by the Government of the Republic of Kazakhstan of August 23, 2012 No. 1080.

The university’s website has an educational portal where useful information for students, staff and applicants is posted. On the portal, you can find a description of the credit system of training, as well as definitions of specific terminology that will help applicants and first-year students to obtain detailed information on how their training and knowledge assessment will be conducted. Available information (schedule of calls and classes, the location of buildings and auditoriums, etc.) will allow better orientation within the walls of the university.

The issues considered at the meetings of the Academic Council are covered in the newspaper “Менің университетім”. After discussing the educational program at the University Academic Council, the decision of the Academic Council is sent to all departments, and the heads of each department introduce all the staff to it. The university has developed an organization standard that sets out the university’s privacy policy.

The council includes heads of scientific organizations, scientists, specialists in economic sectors and government bodies. The structure of the Council of the Faculty of Economics on the specialty “Marketing” includes the director of “Three Princesses” LLP K.Zh. Ismagulov corporate marketing director of “Sport Media Central Asia” LLP A.N.Lucko.

The Department of Academic Activities of the University maintains statistics on the number of students and on the employment of graduates. Data for statistical analysis are

provided by curators, department heads and dean's office. Recruitment staff is engaged in weapons of mass destruction together with the heads of departments. The university has developed a number of documents on admission to work, to fill a position, on the competition commission, on certification.

University management has developed a document on the reception of visitors. The management has allocated certain hours during which employees, students, parents and other interested persons can make an appointment with the rector. The dean's office and departments also have a schedule for receiving visitors by the dean and head of the department. The university's website has a rector's blog where you can contact with questions of interest. Also on the site you can find the email address of the dean, the head and teachers, and students, directly, can contact them. Decisions on complaints and proposals, depending on their scale are taken directly by the person to whom the appeal was addressed, or are considered at a meeting of the department, the Council of the Faculty or the Academic Council.

Conclusions: In general, the considered standard "Educational Program Management" in the EP of the specialty "Marketing" showed that the activities of the department in accordance with the criteria for accreditation of the specialty have the following positive indicators:

- the involvement of faculty, students, employers and other stakeholders in the process of making managerial and strategic decisions;
- the presence of a clearly formulated and clear mission, implemented in accordance with national and regional priorities, clearly defining the purpose and strategy of its development;
- mission, goals and objectives are carried out within the framework of certain development priorities, for which appropriate financial, human and material resources are allocated to ensure implementation in the changing external socio-economic environment.

The analysis of the EP in the specialty "Marketing" in three levels of training showed the following strengths and opportunities in the following table3:

Table 3 - SWOT- standard analysis "Management of the educational program"

S (strength) – (potentially positive internal factors)	W (weakness) – (potentially negative internal factors)
Availability of regulatory and methodological documentation for the development of an educational program.	Insufficient number of joint educational programs with other universities of Kazakhstan
Development of an educational program taking into	

account the Dublin descriptors, the European Qualifications Framework and the views of employers	
Presence in the educational program of components for preparation for professional activity	
The presence of an effective mechanism for continuous internal quality assessment and examination of the educational program	
O (opportunity) –(potentially positive external factors)	T (threat) – (potentially negative external factors)
Improving the effectiveness of innovative teaching methods	Reducing the proportion of teachers with a degree
The demand for graduates of the specialty "Marketing"	

Specialized profile EP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of compliance: according to the criteria the EP has a strong position - 3, satisfactory - 11, suggests improvement - 3.

The University conducts systematic monitoring, assessment of the effectiveness of the policy in the field, quality assurance of EPs with the participation of students, staff and other stakeholders based on systematic collection, analysis and management of information. The accumulation and systematization of data is the main analysis and adoption of current decisions and the basis of operational and strategic planning and management of the university, in general, including the management of possible risks in the activities of the university.

To obtain an educational license for the opening of a specialty, an analysis is made of the resources available at the university (material and technical base, sufficiency of audiences, staff, information resources) to create EPs. The Ministry of Education and Science issues an educational license only if it is sufficiently resourced.

For effective management of EP 5B051100-Marketing, 6M051100-Marketing, 6D051100-Marketing, the University systematically collects, analyzes and manages information based on the use of modern information and communication technologies (ICT) and software.

In order to enhance the process of informatization of management activities at the university, the electronic document management system ARTASYNERGY was introduced. The formation of a database of electronic information is the basis for creating a unified information space of the university.

Software technology ARTA SYNERGY from the point of view of management methodology aimed at reducing time and financial costs, increasing revenues and obtaining specific benefits.

Management of faculty and staff - increasing the motivation of faculty through the introduction of a system for collecting indicators and evaluating performance, accelerating procedures for the movement of personnel.

Information management on the contingent of students in the context of forms and types.

Management and monitoring of students' progress, student achievements.

Document repository - streamlined storage of electronic documents (text, images, multimedia) with quick search, exchange between users and version control.

ARTA SYNERGY KAZATU is a single web-solution that covers the management cycle from strategic management to operational management, including plans / projects management, assignment control, and time management. The platform contains a single content repository, knowledge base, quick semantic information retrieval and many other features. That is, everything necessary to support the interaction between students, faculty, and other university staff working together to solve common problems.

To improve the internal quality assurance system at S. Seifullin KATU, the automated information system “Platonus” (AIS “Platonus”) is used as a tool for collecting and analyzing information. Data integration by means of Platonus AIS ensures the acquisition of information intended for the operational and strategic management of the university (Figure 1).

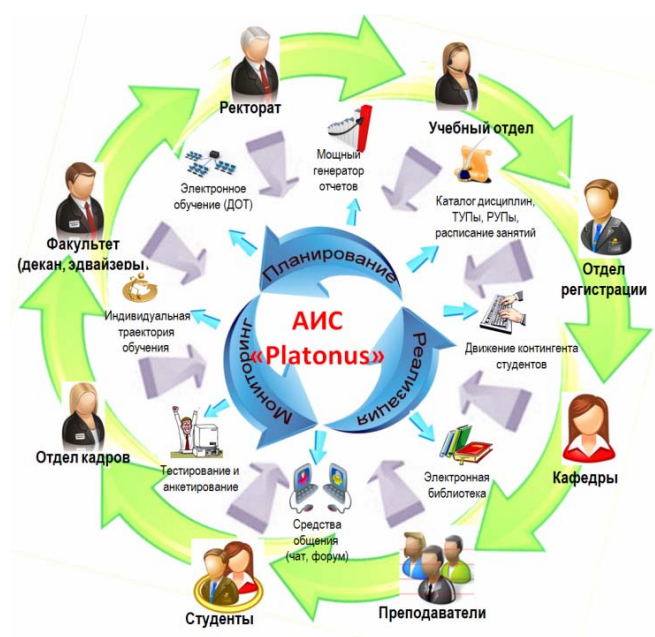


Figure 1. Interconnection scheme of objects to be automated in the AIS "Platonus"

Currently, Platonus AIS has a complete database of students on all levels of training and forms of education, teaching staff and other employees, united in user groups with individual rights, with access to information resources.

The main information flows used to improve the quality of services provided, as well as the management of educational, educational, financial, etc. processes can be divided into the following groups: students; employees; general information about the university.

The official website of the university <http://kazatu.kz/ru/> is a safe information platform for communication with the leadership of the EP, where any entrant, student, graduate or any other interested person can ask a question and get an answer in the "Rector's Blog" section. Figure 2 below shows a window for requesting information on the university website, automatically appearing on all the campuses of the University.

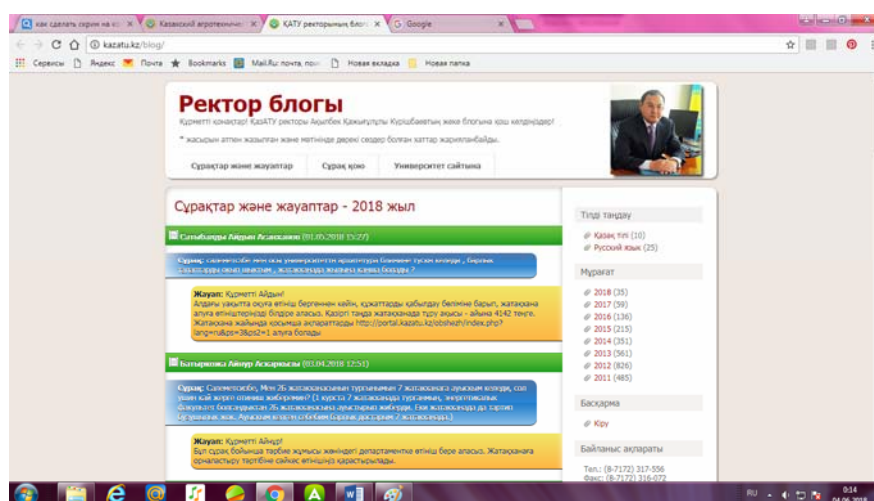


Figure 2. Interactive form to request information

The site is equipped with high-quality three-language content that is regularly and promptly updated. The practice of solving students' problems through social networks such as Tweeter, Facebook, VK has been established. The university provides support and assistance, and students rely on social networks as a channel of reliable and high-quality information about the university.

Each student at the university is provided with access to electronic library systems that contain various publications for information support of the educational and research process. The S.Seifullin KATU Library operates on the basis of the Order of the Ministry of Education and Science of the Republic of Kazakhstan "Rules on the Formation, Use and Preservation of the Library Fund of State Educational Organizations" No. 44 dated January 19, 2016.

Since 2002, a large-scale project has been implemented - working with the automated library information system "Irbis". This information system allows you to improve the methods of library work and create maximum convenience in servicing readers.

The development and use of the system allowed to put into operation an electronic catalog, which began to work since 2004, and after the introduction of both RFID technology and combination with the program "Irbis", to put into operation the electronic book distribution, which began to work from September 1, 2014 on a subscription of textbooks. During the school year, readers are offered numerous book reviews and thematic exhibitions, trainings and seminars on the use of electronic resources are held. The use of electronic publications and other electronic media for readers is free. The library has in the fund more than 2500 copies of electronic publications and magnetic media. Including electronic media downloaded from free file exchangers on the Internet. The material is placed on CDs and DVDs.

Thus, it should be noted the use of various technologies and information flows in managing information at the university, which fully meets the criteria of standards.

The development plan for the EP in the specialty "Marketing" is being discussed with representatives of all interested parties, on the basis of proposals and amendments that the authorized collegial body of the university makes changes to the project.

When developing the doctoral education program in the specialty 6D051100 "Marketing", modules and list of disciplines were discussed with partner universities of the Kazakh National Agrarian University, Kostanay State University named after M.Auezov, Kazakh National University named after Al-Farabi, University Narhoz, Omsk State Agrarian University P. BUT. Stolypin, Kyrgyz National Agrarian University named after KI Scriabin and others. According to the educational program of all three areas (bachelor, master and doctoral), all classes are held in a format - lecture and practical classes, seminars.

In practical classes, a whole range of tasks is solved: consolidating the knowledge gained, the ability to apply them in practice; the formation and improvement of the ability to work with information, analysis and synthesis, adoption and justification of decisions, etc.

The list of disciplines offered for study at all levels of EP, students are introduced by the adviser, the availability of disciplines for study is described in QED.

The structure of the EP includes various activities, the content of which contributes to the development of professional competencies.

The EP is updated by the department at least once a year, and as necessary, the Catalog of elective disciplines will be updated taking into account the interests of employers.

To assess the result of satisfaction with employers, the following employers were surveyed: LLP Astana Line Service, LLP O Azamat Holding Company, M-Profi, LLP Three Princesses, as well as teachers from S.Seifullin KATU and graduates survey. The information obtained makes it possible to improve work in the future, to use the data obtained in the future when drawing up the EP development plan, which has a positive impact on the image of the university as a whole (Appendix 16).

SP 5B051100 “Marketing”, 6M051100 “Marketing”, 6D051100 “Marketing” are aimed at the formation of professional competencies of future specialists, which are determined by typical curricula and qualification requirements reflected in the graduate model taking into account knowledge, skills, skills and competencies, personal qualities and expected results depending on the level of training.

A graduate of the specialty 5B051100 "Marketing" must be able to effectively use practical knowledge and skills in various situations; be able to give a psychological characteristic of a person's personality; have effective communication and social skills; have the skills to solve modern scientific-theoretical and practical problems; have the skills to organize and conduct research (socio-ethical competence); to carry out managerial, entrepreneurial, commercial work in enterprises of various forms of ownership and fields of activity; own methods of marketing research and market segmentation, selection of the target segment; have skills in the organization of sales and product distribution of the company; be able to develop marketing strategies that provide a competitive advantage in the market; analyze the activity of economic objects, make a scientifically grounded choice of the necessary forms of organization of management; apply statistical methods in professional and practical activities; make decisions based on comprehensive factor analysis; analyze the turnover in general for its individual types, draw up the results of negotiations (professional competence).

A graduate of the specialty 6M051100 "Marketing" of the magistracy should be aware of the trends in the development of modern economics and business in general; on the directions of innovative changes; be able to formulate and solve problems arising in the course of research and teaching activities; be competent in matters of organization, planning, conducting all types of scientific and educational activities, in all aspects of scientific and educational activities related to marketing, have an idea of the methodology, methods and principles of organizing and conducting research in the field of economics,

management and marketing; about the conceptual framework, the methodology for the implementation of marketing activities at the macro and micro levels.

A graduate of the specialty 6D051100 “Marketing” of a PhD doctorate should know the methodology of marketing research, apply the methods of economic research, organize and strategically manage marketing in an enterprise. A graduate of the specialty 6D051100 "Marketing" of the PhD doctorate has a scientific and pedagogical orientation and involves fundamental educational, methodological and research training and in-depth study of disciplines in relevant areas of science for the system of higher and postgraduate education and the scientific field. EP 6D051100 “Marketing” ensures the improvement of the process of training scientific and pedagogical personnel in accordance with international requirements and principles of the Bologna process.

Graduates of the EP “Marketing” work at such enterprises as JSC “KazAgroMarketing”, LLP “Astykzhan”, JSC “Food Contract”, “Rixos” Hotel, etc. During the practical classes, students conduct marketing research commissioned by the Akimat of the Saryarka District of Astana, which contributes to their practical training.

The management of the EP actively involves representatives of the enterprises, whose field of activity corresponds to the profile of this specialty, for examination of the EP. Proposals of all interested parties are submitted for discussion at the department meeting, and a decision is made on whether it is reasonable to include them in the study program, how clearly and correctly they are set out and correspond to the profile of the specialty “Marketing”. After discussion at the meeting of the department, the study program is considered at the Faculty Council, which consists of faculty members, employers, students and is approved by the rector after considering it at the University Academic Council.

The content of the general educational component is maximally unified with other educational programs. The complexity of all types of work in the EP for the levels of training are given in table 4.

Table 4 - the complexity of all types of work in the EP by level of preparation

Level of training	Total labor intensity	
	KZ loans	ECTS units
Bachelor		
Theoretical training	129	210
Additional types of training		
- training	2	1
-Production-pre-diploma practice;	6	18
- final examination	3	12
Master		

Theoretical training in the profile direction	18	30
Additional types of training:		
-EIRM	4	16
- Internship	2	6
Theoretical training in the scientific and pedagogical direction	42	67
Additional types of training:		
- teaching practice	3	3
- research practice	3	12
- SRWM	7	28
- Final examination	4	14

According to the cycles of the basic and major disciplines, the list of disciplines of the compulsory component is determined by the model curricula, and within the component of choice, specialized training is implemented aimed at meeting the needs of specific regions, labor markets and employers.

In the complexity of the educational program takes into account all types of student work in the classroom and independent work, practice and the time allotted for control activities.

Innovative teaching methods are actively used when teaching students. There are interactive projectors in the classrooms, with the help of which, when conducting classes, teachers can show slides, multimedia lectures and so on. For some of the disciplines taught at the department there are electronic lectures, slides. To improve this teaching methodology, the teaching staff of the department is working on the further development of electronic lectures.

The task of the credit technology of education is to develop students' abilities for self-organization and self-education. The independent work of the student is divided into two types: independent work of the student (IWS) and independent work of the student under the guidance of a teacher (IWSP). IWS - extracurricular work, involving the independent development of educational material in a library, computer class. IWSP is provided for all disciplines of the curriculum and is entered into the schedule of classes with hours. Tasks for the CDS are written in syllabus.

The practice is usually led by teachers who have sufficient competence and qualifications, have full knowledge and understanding of the tasks of the practice, possess the necessary skills and experience for its effective implementation, and representatives of employers. In the 2014-2018 school years, the representatives of employers brought to the leadership of the practice are M.M. Zhagiparova. (Director of LLP "M-PROFI") and I.A.

Myakushko (Director of TRANSAVIA LLP). The main requirements for the content of professional practices are set out in the programs of practices and methodological guidelines for practice developed specifically by the department.

To improve the educational program, the university has agreements on mutual cooperation with various Kazakhstani and foreign universities. These are such universities as Kyrgyz State Agrarian University, Azerbaijan State Agrarian University, Novosibirsk State Agrarian University, etc. (Appendix 17). Agreements on joint educational programs are concluded, which allows organizing academic mobility of students. A large role is assigned to the development of internal academic mobility. Concluded relevant agreements with KazNAU, KazNU. Al-Farabi, SKSU. M. Auezov, S. Toraigyrov PSU and other universities of Kazakhstan.

The basis for consolidating the theoretical knowledge of students is practical training. Professional practice of students is an important part of the training of highly qualified specialists, the practice is carried out in relevant organizations that are the bases of practice - in enterprises, in research institutes, institutions, organizations. The order of internship at the university is regulated by the methodological instruction "The order of organization and conduct of practical training of students."

The goal of practical training is to consolidate key competencies, the acquisition of practical skills and professional experience in the specialty under study. The bases of industrial practice are organizations that correspond to the profile of the student specialty. The department has contracts with the following companies that are the bases of practice: LLP "Kazakh Research Institute of Economics of the Agro-Industrial Complex and Rural Development" LLP "Analytical Center for Economic Policy in the Agro-Industrial Complex", LLP Certification Center "Astana Management", JSC "KazAgro Marketing" Inkom-mebel, LLP Kompit, LLP Three Princesses, JSC KazAgro, NS LLP Yasmin, NS 2007 LLP Alua, LLP Miller & K, etc. (Appendix 18).

Students are involved in the research work of the department. In 2015-2017 undergraduates and doctoral students of the EP "Marketing" took part in research projects No. 44G / 17 "Justification of efficient logistics systems for the development of food zones in the cities of Northern Kazakhstan" (Appendix 19) and 2548 / GF4 "Development of recommendations for creating the conditions necessary to attract highly qualified specialists agriculture of Kazakhstan (on the materials of the Akmola region). "Undergraduate and doctoral students, depending on their dissertations, carry out their research in the framework of the scientific theme enshrined in the department.

As a rule, the subject of scientific research has an applied nature, focused on the subsequent professional (production or scientific) activities of a university graduate and solves specific problems of production. The order also assigns a supervisor, who helps and directs the undergraduate and doctoral student to write a dissertation. The discipline is included in the EP, which allows students to master the basics of scientific research, and helps to understand how and where to begin to conduct research and their further development.

Every year, in May-June, the department holds a discussion and revision of the unit of higher education for the next academic year. The staff of the department and employers take part in the meeting. The purpose of the revision is to update the curriculum, taking into account the wishes of employers, changes in the SCES, changes in the market, changes that have occurred in this area. The results are reflected in the minutes of the meeting of the department.

The structure of the educational program 5B051100-Marketing includes 129 credits of theoretical training and consists of the following components: the content of the curriculum (goals, objectives, mission); graduate employment prospects; acquired competencies of the graduate; prerequisites, procedures, standards for accepted applicants (admission conditions); final learning objectives (acquired knowledge); description of the curriculum cycles (OOD, DB, PD); list of disciplines by semester; curriculum content; description of practices (place of passage, conditions of passage, semester, loans); knowledge assessment system of all courses (assessment form, duration in hours and credits, conditions, ESTS assessment system); quantitative and qualitative composition of PPP; list of employers; contracts for the practice and employment of graduates.

According to state standards for the training of students, students undergo training, work and pre-diploma practice.

Increasing the base of practices by 5 times compared with 2014. The total number of contracts exceeds 100, and since 2014 48 contracts. In 2018, 37 contracts were concluded. This year, the following agricultural enterprises and government agencies will be the bases of production and pre-diploma practice: LLP Astana Line Service, JSC Kazagromarketing, LLP Transavia, LLP Center for Business Solutions Elim, LLP -Profi and others. Baseproductionandpre-diplomapracticesareconstantlyupdated.

The educational program for undergraduates “Marketing” (2 years of study is based on a modular system for studying disciplines and contains 8 modules that form general cultural, special language and professional competencies. The total number of credits for this educational program is 59 credits, including: total credits for theoretical training - 42 credits, for practical training (all types of practices) - 6 credits, for research work - 7

credits, for final certification: State exam about the specialty - 1 credit, writing and thesis defense - 3 credits. The main bases of practice for undergraduates of all EP are LLP Astana Line Service, JSC Kazagrommarketing, LLP Transavia, LLP Center Business Solutions Elim, M LLC -Profi.

The educational program 6D051100 “Marketing” is coordinated with the Dublin descriptors and the European Qualifications Framework and consists of 2 modules that form the required and professional competencies. The educational program contains theoretical training, including the study of cycles of basic and major disciplines; doctoral research project, teaching and research practice, final certification (comprehensive exam and writing and defense of a doctoral dissertation). The total number of credits for this educational program is 75 credits, of which: the total number of credits for theoretical studies is 15 credits, for the research work of a doctoral candidate - 50, professional practice (research - 2, pedagogical - 3) - 5, final certification - 5 (including a comprehensive exam and the defense of a doctoral dissertation - 4, writing a doctoral dissertation - 1).

The university is really positioned by its activities on the development of the agricultural sector and the training of specialists in the field of marketing research and market research.

In order to take into account the interests of employers, the department holds an "Open Day", "Job Fair" for students, round tables and meetings. For undergraduates and students, meetings are held with the production representative (LLP Sport Marketing Compani A.Lutsko on the theme “Development of direct marketing promotion tools”, director of LLP M-Profi M.M. Zhagiparova on the topic: “Сандық экономикадағы маркетингтік зерттеулердің тиімділігі”. (Appendix 20)

A striking example of the transparency of the development of the EP is the inclusion of representatives from the employers in the SJC (Astana-Line Service LLP – B.B. Dambulov, LLP Torgai – T.K. Omurzakov, LLP Transavia - I.A. Myakushko and etc.).

The staff of the department, the material and technical base of the specialty “Marketing” contribute to the successful functioning of the educational program in accordance with the national development priorities and the strategy of the university.

The main provisions of the activities of the department "Marketing and Service" aimed at improving the quality of the activities of the department through the formation of the trajectory of educational services; development and deepening of applied research, innovation; development and implementation of innovative technologies in the educational, educational and research process, reviewed and approved by order of the

Chairman of the Board. The strategic goal of the OP is aimed at preparing highly qualified bachelors, masters and doctors of PhD in the field of marketing with deep theoretical knowledge and practical experience.

The department completed a funded research project on the theme “Justification of efficient logistics systems for the development of food belts in the cities of Northern Kazakhstan”, under the leadership of, Doctor of Economics, Professor B.Y. Rustembaeva. The report of the final work was submitted to the Committee on Science of the MES RK, where he received a score of 20 points.

In addition, R.A. Karabasov participated in the project 45G / 17 “Development of recommendations on creating the conditions necessary for attracting highly qualified specialists to the agriculture of Kazakhstan (on materials from Akmola region)”, he also acted in a joint project on the theme “Sustainable development of aquaculture and modern directions in fisheries ”in the framework of the United Nations Development Program and the Government of the Republic of Kazakhstan“ Providing support to the Government of the Republic of Kazakhstan in implementing the Concept of the transition to a green economy and institutionalization Partnership Program "Green Bridge". (Appendix 21)

Applications for a grant financing competition for the years 2018–2020 were submitted, as well as an application for the implementation of a scientific and technical program within the framework of program-oriented financing of the Ministry of Agriculture. The name of the target program: "Development of recommendations on the sustainable development of rural areas of Kazakhstan based on a comprehensive assessment of their potential for agricultural production." (Appendix 22)

Subjects of theses, master's and doctoral theses, studying in the specialty "Marketing", correspond to the departmental topics of scientific research.

Active scientific activities carried out in the framework of NSRW is permanent. Since 2010, the department began to operate a scientific student circle in the direction of the preparation of the department under the guidance of R.A. Karabasov. In addition, the results of students' research are reflected in graduate, master's and doctoral studies written on current topics and areas of development of the agricultural sector, as well as other types of industries.

The implementation of the educational program in the specialty "Marketing" is carried out by the department "Marketing and Service" in accordance with the following national development priorities as Agrobusiness-2020, TCS-2020 and the development strategy of S. Seifullin KATU.

The participation of leaders at all levels in achieving the goals is carried out through participation in the work of the Academic Council, Councils of faculties, meetings of the administration, meetings and methodological seminars, working groups, and intra-university commissions created by the Rector's decree. Responsibilities of managers at various levels, including ensuring the quality of training of specialists, are enshrined in official duties.

All procedures and processes of the university are aimed at organizing control over the level of the quality of education. This is evidenced by the stability of students' educational achievements, the recognition of graduates of EP and the quality of their professional activities. In order to maintain and develop the level of achieved quality of education, a QMS has been introduced at the university.

Analysis of the effectiveness of work in certain areas of the EP is carried out by the department of educational and methodological support, the department of knowledge control of the Department of Academic Affairs, the social-educational department of the Department of educational work of S. Seifullin KATU.

The survey groups included students, graduates, teachers and employers. According to the results of the survey, in addition to determining the degree of satisfaction, decisions are made to adjust plans according to the directions of activity. In addition, the data are taken into account when passing the competition and certification of teachers.

An analysis of the department's activities showed that, in order to reduce the impact of risks for SP PPPs, attention should be paid to such aspects of mission implementation and maintenance as:

- develop partnerships with enterprises operating in the Akmola region and the region, as well as with the graduates of the department;
- the need to increase publications about the specialties of the department in the media in order to form an image in the educational space;
- organization of training seminars and trainings on new forms and methods of teaching, taking into account global trends in education: improving the credit technology of education; development and application in the educational process of innovative learning technologies;
- scientific and methodological support for improving the quality of the effectiveness of fundamental training of teachers in the system of continuous education; stimulation of the development and creation of innovative applied technologies based on the obtained results of research and development works in priority areas of marketing activities.

At the department, training in the specialty "Marketing" is conducted in the state and Russian languages. Accordingly, all documents relating to the planning, organization, conduct of the educational process are drawn up and maintained in two languages. The provision of literature of the Russian department is 100%. To improve the educational trajectory of the teaching staff of the specialty, it conducts constant work in this direction, and the educational-methodical literature necessary for its qualitative application is published annually. In particular, the teaching staff of the educational program were prepared and published the following textbooks:

1. K.K.Abuov, Sh.E. Mutallyarova - “Математическое моделирование технологических процессов и аграрной техники»”, textbook, Astana, 2016;
2. Zh.R.Taurbaev - “Мультимедиялық оқу құралдарын дайындау және қолдану негіздері», учебное пособие”, study guide, Astana, 2016;
3. Zh.R.Taurbaev, S.Zh.Daripbaeva - “Финансовая математика”, study guide, Astana, 2017;
4. A.V.Kharova - “Международный маркетинг”, textbook, Astana, Publishing House of the S.Seifullin Kazakh Agrotechnical University, 2016;
5. S.E Mutalyarova, Zh.R Taurbayev - “Биометрия”, study guide, Astana, 2017.
6. R.A. Karabasov - “Маркетинг товаров и услуг”, study guide, Astana, 2017.
7. R.A.Karabasov, A.V. Kharova- “Рекламная деятельность на предприятии”, educational-methodical complex, Astana, 2017.
8. B.E Rustembaev, N.M Kaskataev, Zh.E. Mukhtarova - “Маркетинг предприятий в сельском хозяйстве”, a tutorial. - S. Seifullin KATU Publishing House, Astana, 2018

During the whole period of training, an adviser and a tutor are assigned to each group. Adviser advises on the educational process, ICP. The tutor provides assistance in matters such as sick leave, questioning, helps to resolve conflicts between students and the teacher, gives advice. Consultation advisor and tutor can be obtained at any time, including individual.

The head of the department is B.E., Rustembayev, who is the head of the EP in the specialty 051100-Marketing, completed a full course of the Institute of Advanced Training for Teachers of High Schools of the Al-Farabi Kazakh National University in the specialty “Management of Higher Education” in the amount of 72 hours. in 2012 (there is a certificate) (Appendix 23).

The development, together with employers, of advanced EPs ensuring the graduate’s competitiveness is one of the tasks of accreditation “KATU-2025” approved at a meeting

of the Academic Council on June 3, 2015, protocol No. 20, and approved by the Board of Directors of S. Seifullin KATU on December 14, 2015.

For example, the employer T. K. Omurzakov proposes to introduce topics in the “Logistics” discipline, reflecting the current state of development of marketing activities in Kazakhstan and meeting modern market requirements.

Conclusions: Thus, the assessment of the effectiveness of the specifics of the educational program is carried out in terms of the availability of components that shape the personal development of students, their creative abilities and special competencies. This criterion is implemented through the introduction of innovative learning technologies into the educational process and through the participation of students in regional and international scientific conferences. Development of interactive teaching methods with the use of multimedia equipment is relevant in the educational and methodical activities of the teaching staff of the specialty program "Marketing". The forms of conducting lecture lessons are being improved with the use of a complex of modern teaching aids, which makes it possible to increase the intensity of the presentation of material, to increase the activity of students.

The difference between the two levels of study is that the bachelor degree orients the student toward applied activity in the chosen specialization, while the master's and doctoral studies provide more in-depth theoretical knowledge that is needed by those who are going to study science. Differences in training programs are written in the SCES, Model curricula.

3 MANAGEMENT AND REPORTING INFORMATION

The university has sufficient material, technical, information and library resources used to organize the process of training and education of students. The availability and level of the material and technical base of the university is in the process of constant renewal and increase.

Creating an effective educational infrastructure is a prerequisite for the successful fulfillment by the university of its mission.

Information and communication technologies (ICT) - a set of methods, production processes and software and hardware tools integrated to collect, process, store, distribute, display and use information in the interests of its users.

Currently, a student who has violated the internal regulations of the university will be included in the electronic database of the university. In case of repeated violation of discipline, the student will be sent to the Saryarka district police station.

The analysis is carried out through a survey of students, faculty members, employers and is presented to the management of the university for making decisions on changes in the structure. The head of educational programs collects and analyzes relevant data obtained from monitoring and from other sources to assess the quality assurance system for education. Data analysis for the educational program includes information related to:

- the level of student achievement;
- student satisfaction with various aspects of the implementation of the educational program;
- educational resources and performance of JSC S.Seifullin KATU;
- satisfaction of employing organizations and demand for graduates in the labor market;
- compliance with the requirements for the results and objectives of the educational program;
- The best practices of JSC KATU S.Seifullin at the regional, national, international levels;
- to additional criteria established by JSC KATU S.Seifullin.

In the educational process of EP “Marketing”, modern computer and information technologies are always used. Classes are accompanied by computer support. A computer

(multimedia projector) is used as a means of visualizing the materials of individual classes in the disciplines "Marketing Research", "Marketing Management", "Marketing", etc.

Each year, the EP are discussed at the department with the involvement of employers and specialists in the field of marketing research. By the end of the school year, they are updated on the website of the university in the "Chairs" section, modular educational programs in all areas of study after discussion at the department, are considered at the academic council of the faculty, the UMC university and are approved by the University Academic Council. To assess the EP, leading experts in the field of marketing research reflect their suggestions and additions in their reviews (LLP Astana Line Service, LLP Three Princesses, etc.)

Innovative proposals from interested parties arrive at the e-mail address of the department, which is officially listed on the website of S. Seifullin KATU. All proposals are reviewed and taken into account in the preparation of the OP. The specialty "Marketing" was carried out 1 research project 2015-2017. within the framework of the program 217 of the Ministry of Education and Science of the Republic of Kazakhstan and an application for the Ministry of Agriculture of the Republic of Kazakhstan was submitted on the theme "Development of recommendations for the sustainable development of rural territories of Kazakhstan based on a comprehensive assessment of their potential for agricultural production", which will include young teachers, doctoral students, undergraduates and students as performers.

Reception of a comprehensive state exam in special disciplines was held from April 24 to April 27, 2018 in a specially prepared audience of 1427. To pass the state exam on the basis of the order number 1149 from 04/12/18 32 students were admitted.

The work on the organization, implementation and monitoring of the progress of the theses was completely entrusted to the graduating department of the Faculty of Economics.

The meetings of the attestation commission for the reception of the defense of diploma works were held from June 5 to June 8, 2018 in 1421 audiences. According to the results of the preliminary discussion at the department, 32 theses were allowed.

All meetings of the State Certification Commission were held on the basis of the established form of the protocol.

When evaluating the thesis, the SJC considered the following criteria:

- relevance, novelty and complexity of the work;
- content and quality of theses;
- depth of substantiation of conclusions and their significance for science and practice;

- the content of the report, its presentation style and completeness of answers to questions;

- reviewerrating.

A comprehensive exam in the specialty 5B051100 "Marketing" by the decision of the Academic Council of the faculty was conducted orally. For this purpose, exam tickets were approved, approved at the meeting of the Marketing and Service Department, which were approved by the Dean of the Economics Department at Marketing and Service, as well as at the meeting of the methodical commission of the faculty.

The state exam was held on the following mandatory discipline:

1. Marketing;
2. Marketing research;
3. Marketing management.

The state exam was conducted in the Kazakh and Russian languages, in the amount of 31 graduates.

Table 5 - Results of passing the state exam and defense of the thesis for 2018, full-time students, specialty 5B051100 "Marketing":

Final Attestation Form	Number of admitted to the final certification	Number of passed	Passed				Average score	non-appearance	% quality	% academic performance from passed
			excellent	good	satisfactory	satisfactory				
State exam by specialty	31	31	1				3,8	-	100	100
Defense of diploma work	32	32	1				3,9	-	100	100
Total:	32	32					3,8		100	100

From the data given in table 1, it is clear that 31 graduates passed the state exam in special disciplines, 32 graduate full-time students defended their theses, 1 student M.

Kabidushev was left for a repeat course in the 2016-2017 academic year and in the 2017-2018 academic year He was allowed to defend his thesis. The average mark on the state examination in the specialty is 3.8 for the thesis defense - 3.9. In general, when passing state examinations and defending a thesis, graduates showed good knowledge in the field of theory and practice.

In general, when passing the state comprehensive exam, undergraduates showed good knowledge in theoretical and practical training.

The total score for the state comprehensive examination and the defense of the master's thesis was 3.83 points (the highest score in accordance with the requirements of the credit technology of training is 4.0). The percentage of the quality of knowledge and the percentage of academic progress of undergraduates was 100%. Among the best dissertations, the commission noted M.A. Imangaliyeva and D. Dosanova, which were recommended for the continuation of in-depth studies in the studied areas, and the proposals in N.Kh.Seythaliyev's master's thesis for subsequent introduction into production and use in the educational process of higher educational institutions. The practical proposal of the undergraduate S.V. Melnik on training and retraining marketers to send to the authorized body for decision-making.

The development plan of the study program is drawn up for 3 years and the latest changes in the plan are reflected on the department's website and are available to all interested persons. According to the development plan of EP 051100-Marketing, the connection with the available material resources is traced. For example: Providing high-quality educational services and competitive professional training of specialists; Providing quality training for competitive personnel 1. Increasing the number of students enrolled in the economics specialty of bachelor's, master's and doctoral studies (see Table 6).

Table 6 - the dynamics of the contingent of students in the context of forms and types of students

Specialty/ direct.	2015-2016 academic year			2016-2017 academic year			2017-2018 academic year		
Bachelor									
	Total	In		Total	In		Total	In	
		grant	budget		grant	budget		grant	budget
5B051100- Marketing	111	12	99	180	14	166	216	23	193
Master- 6M051100 «Marketing»									
Scientific	16	8	8	13	5	8	16	8	8

pedagogical direction									
Professional direction	-	-	-	7	-	7	7	-	7
Doctorate									
6D051100-Marketing	-	-	-	1	-	1	2	-	2

Increase in the share of students enrolled on a grant basis under the OP grant of the MES RK-31, a grant of the President of the Republic of Kazakhstan - 1 (A.Ospanov), a grant of the Akimat of Astana - 1 (D.Amanzholova)

Students (undergraduate), graduated from the university with a red diploma:

2014-2015 - 3 students;

2015-2016 - there was no release;

2016-2017 - 1 student;

2017-2018 - 5 students.

Increasing the base of practices by 5 times compared with 2014. The total number of contracts exceeds 100, and since 2014 48 contracts. In 2018, 37 contracts were concluded. This year, the following agricultural enterprises and government agencies will be the bases of production and pre-diploma practice: LLP Astana Line Service, JSC Kazagromarketing, LLP Transavia, LLP Center for Business Solutions Elim, LLP M-Profi and others. Base production and pre-diploma practices are constantly updated.

To date, contracts have been concluded with the following organizations:

Table 7- List of base practice by enterprises from 2014-2018

Organizations

1 LLP"M-PROFI"

2 JSC Kazkommertsbank

3 LLP"UCHpribor Astana"

4 LLP"Senim-Astana-H"

5 LLP"Zaman.KZ –XXI"

6 LLP"Center for Business Solutions" Elim "

7 LLP "ORTA BUILD"

8 LLP Hotel complex "Dostar"

9 JSC Tsesnabank

10 LLP"Life Fitness Astana"

- 11 LLP “Koluton-95”
- 12 LLP "Karkun-2030"
- 13 LLP “Noel Astana-Plus”
- 14 LLP “Worthy”
- 15 LLP"Asia Style"
- 16 LLP"ASC Tselinograd"
- 17 LLP"Berkut"
- 18 "Rauan-1728"
- 19 LLP"ORTA SERVICE"
- 20 LLP"Saryarka-LM"
- 21 LLP"Solax"
- 22 LLP “Bank of Astana”
- 23 LLP"Transavia"
- 24 LLP “Dreamcatcher”
- 25 LLP"Business Management Center"
- 26 LLP “Astana Line Service”
- 27 LLP “Raimbek - Agro”
- 28 LLP"NS Hotel Plus"
- 29 LLP"Bannur NS"
- 30 LLP"ADEM logistics"
- 31 LLP "Favorite Cafe"
- 32 JSC "Economic institutions zertteuler"

The staff of the department, the material and technical base of the specialty “Marketing” contribute to the successful functioning of the educational program in accordance with the national development priorities and the strategy of the university.

The faculty has a specialized center for the economic problems of agrarian development. This center contributes to the acquisition of practical knowledge of students in OP 5B051100- "Marketing", 6M051100- "Marketing", 6D051100- "Marketing".

The employability of bachelors over the past 5 years ranges from 85 to 92%, masters - 100%. (Appendix 24)

To improve the quality of the educational program, the department constantly improves material and information resources (Appendix 25).

Thus, information and communication technologies have a dynamic development, are accessible to students and contribute to obtaining deep theoretical knowledge in the field of economics and business.

Ways to address the weaknesses is to support the authors of educational and methodical literature in English by reducing the teaching load; The high average age of graduate teachers is reduced by training their own staff through doctoral PhD.

Conclusion: the university has implemented information management processes; volume, and the structure of periodically updated information corresponds to the development strategy of the university; ensured modernity, reliability, completeness of information and its safety; collection, analysis and management of information ensures the quality of the implementation of the EP; information is analyzed to identify and predict risks.

Table 8- SWOT-analysis of the standard "Information Management and Reporting"

S (strength) – (potentially positive internal factors)	W (weakness) – (potentially negative internal factors)
<ul style="list-style-type: none"> -The presence of regulatory and methodological documentation for the development of the educational program; - Development of an educational program taking into account the Dublin descriptors, the European Qualifications Framework and the views of employers - Availability in the educational program of components for the preparation for professional activities -The presence of an effective mechanism for continuous internal quality assessment and examination of the educational program 	<ul style="list-style-type: none"> - Insufficient number of joint educational programs with other universities of Kazakhstan
<ul style="list-style-type: none"> Step-by-step planning of the process of mastering educational programs, according to a trajectory chosen by students in accordance with the rules of the credit system of education 	
<ul style="list-style-type: none"> Combination in educational programs of theoretical and practical training, independent work, as well as the presence of compulsory and elective disciplines, including components for preparation for professional activity, development of intellectual skills, creative abilities and the personality of the 	

learner.	
O (opportunity) – (potentially positive internal factors)	T (threat) – (potentially negative internal factors)
<ul style="list-style-type: none"> - Improving the effectiveness of innovative teaching methods - Creating new enterprises in the region to serve the population's social and cultural needs. - The demand for graduates of the specialty "Marketing" - Planning of the educational trajectory of students in accordance with the mission of the university, through the inclusion in QED disciplines that meet the requirements of employers, that is, taking into account the labor market. 	Use of raw, inadequate external information to improve the internal quality assurance system and its continuous improvement.

Specialized profile EP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of compliance: according to the criteria the EP has a strong position - 8, satisfactory - 4, suggests improvement - 5.

4 DEVELOPMENT AND APPROVAL OF THE EDUCATIONAL PROGRAM

At the university the order of a statement, periodic reviewing (revision) and monitoring of EP and documents regulating this process is developed.

Source documents for development of modular EP are specialties' Standard educational plans, programs of obligatory disciplines and also a national framework of qualifications. At the heart of modular EP the developed graduate's model for each EP is put. Verification and validation of model of the graduate take place by means of the expert assessment which is carried out by employers and consumers.

The procedure of development of EP *for all 3 directions* consists in the realization of activity according to intramural regulations: processes' management of educational activity "About an order of development of the development plan for the educational program and monitoring of its realization Regulations on the organization of educational process for distant educational technologies in S.Seifullin KATU and Regulations on the organization of training of masters and doctors of PhD within integration with scientific research institutes, foreign and domestic scientists.

All methodical documentation is considered and recommended to application at meetings of educational and methodical councils of departments, faculties, educational and methodical council of faculty and Academic council. Documents undergo the procedure of coordination and a statement with directors of departments, departments, vice rectors, and the rector of the university.

The contents of educational programs are a core of model of future expert. Transformation of traditional contents was predetermined by introduction in practice of guest lectures with the invitation of employers on specialties of the university which shared further in updating of educational programs taking into account requirements of labor market. At further realization there was a need of reorientation of educational programs to competence-based approach when with the assistance of employers a set of knowledge, the skills necessary for the graduate was defined.

For ensuring development of skills of self-contained tutoring it is necessary to teach the student consciously and to work self-contained at first with a training material, then with scientific information, to lay the foundation of self-organization and self-education to impart ability further continuously to improve the skills, to process and analyze, state data and to put them into practice; the primal problem of the organization of self-contained

work of students consists in creation of development conditions of an intellectual initiative and thinking of students. The effectiveness of self-contained work of students in many respects is defined by existence of active methods of its monitoring.

For the purpose of monitoring of disciplines providing with educational and methodical literature at the university the Commission on conducting examination of the published textbooks, manuals and acquisition of printing and electronic resources for fund of scientific library works. In the course of work, the specified commission coordinates questions of financing of textbooks edition and manuals at the expense of the funds allocated by the university regulates precedence of the textbooks edition of an obligatory component and textbooks in a state language.

Results of work within modular educational programs are regularly considered within AMA REMB of MSE RK.

The uniqueness of EP5B051100- Marketing, is provided with obtaining profound theoretical knowledge and practical skills on realization of marketing tasks. It gives the chance to work as the student practically in all spheres of production of goods and management of the national economy.

The uniqueness of EP 6M051100-Marketing consists in training of the highly qualified specialists capable at the modern level efficiently to solve problems of marketing's management at the enterprise with the use of a wide arsenal of methods and approaches and also development in the studying personal qualities, formation of common cultural and professional competences according to MSE RK requirements.

The uniqueness of EP 6D051100-Marketing is provided with a possibility of application of the advanced scientific methods and technical means necessary for the operational solution of problems of scientific research in the field of marketing; tendencies and directions of development of the market relations; design, research, innovative activity in the field of the national economy; the principles of the organization of administrative processes, the modern scientific and practical problems of management, economy and social policy, about psychological and pedagogical methods of administrative and expert activity.

Reviewing of EP is carried out by employers and interested persons for revision of EP, accounting of the applications and remarks formulated by employers.

Reviewing of EP is carried out annually. So, following the results of 2017-2018 academic year reviews from "Torgay" LLP - director Omurzakov T. K., director of "Astana Line Service" LLP Dambaulov B.B. are received.

Monitoring of EP carries out 2 times a year by the Department on Academic Issues (Serekpayev N.A.).

Interested persons share in development of EP (teaching staff, and employers), is considered at a faculty meeting of MOP is approved by the decision of the academic council of the university where the order of a statement, periodic reviewing and monitoring of EP and documents regulating this process is developed. *The main approaches to formation of EP 5B051100 - Marketing* are carried out according to the Dublin descriptors coordinated with the European frame qualification: 1) studying: SCES EP, etc. (requirement: to results, to structure, to realization conditions), etc.; requirements (state and social order, individual needs of the person); 2) algorithm of formation of EP: preparatory stage (organization of the working group, studying of normative documentation, etc.); main stage (analysis of results of educational activity, resources and conditions of higher education institution, development "models of the graduate of EP 5B051100-Marketing (bachelor degree, magistracy and doctoral studies); structure of EP (target – purpose, tasks, planned results, system of assessment; substantial – the program of development of EP, the program of disciplines etc.; organizational – unitary enterprise and realization conditions of EP); final stage (self-inspection, correction of EP, discussion, statement of EP etc).

Graduate's model of *EP* is an expected result of activity of all subjects participating in implementation of the educational program and it forms the basis for projection of educational policy of higher education institution.

The model, except qualification requirements considers:

- professional knowledge (competences – express, intellectual, social and legal; intellectual initiative; self-organization; self-regulation);
- personal qualities (responsibility to business and people, conscientiousness, socio attraction, "physical, mental and moral health, education, common cultural literacy)", creativity, sociability, self-checking, independence).

5B051100 "Marketing" has to be able to conduct market researches in various directions for the subsequent adoption of strategic decisions by economic entities in the field of market segmentation. Choice of target segments, positioning of goods of economic entities, development of corporate and instrumental strategy. Realization of such marketing actions demands possession of the principles and methods of administrative activity, enterprise and business activity, ability to make efficient marketing decisions on the basis of high professional competence in economy, management, finance, crediting, account and audit.

Types of professional activity: Graduates on this specialty can do the following kinds of activity:

- an efficient control system of marketing activity of any economic entity on the basis of use of the principles and technologies, scientific and methodological and organizational and technological base of marketing; - activities for studying and prediction of key indicators of market condition of goods and services;

- service and operational activity;
- experimental and research activity.

Functions of professional activity:

- development of actions for perfecting of the organization of activity of all divisions;
- exercise of market researches and segmentation of the market;
- participation in development of strategy and tactics of service, budget of marketing and business plan of the enterprise;

- organization, scheduling and coordination of activities for business management and formation of market strategy of firm;

- exercise of the marketing analysis and monitoring;
- management and control over activity of the enterprises in general.

Standard tasks of professional activity:

- scheduling of marketing activity of economic entity;
- organization and carrying out market researches;
- possibilities of the modern informational technologies and to own methods of collecting, storage.

Graduate of the modular educational program of specialty 5B051100 – Marketing

has to have an idea about:

- scientific philosophical, religious pictures of the world, variety of forms of human knowledge, a ratio of the truth and delusion, knowledge and belief, rational and irrational, about cultural wealth and their value;

- theoretical-methodological fundamentals of science, policy, history of political life;
- bases of hygiene of the person and healthy lifestyle;
- original positions of informatics and science;
- economic laws and forms of their manifestation;

- methods and instruments of regulation state policy of economic life in Kazakhstan and other countries, foreign economic activity.

nobility:

- the main doctrines in the field of social and humanitarian and economic sciences;

- categorical conceptual framework of marketing, logistics, commercial activity, international trade;
- structure of economic system and macroeconomic parameters;
- bases of finance, organizations and regulations of monetary circulation, account and reporting;
- philosophy of management, marketing and international trade;
- fundamentals of merchandizing and examination of goods and services;
- methods of regulation of international trade, the system of currency regulation and monitoring in Kazakhstan.

to be able:

- to analyze activity of economic entities, to do scientifically based choice of necessary forms of the organization of management;
- to apply statistical, economic-mathematical methods in professional and practical activities;
- to use the principles of accounting and management accounting at the organization of financial and economic activity;
- to conduct market researches and to analyze an environment of the commodity markets;
- to develop corporate, functional and instrumental marketing strategies and tactics of their realization;
- to do expertise and certification of production competently;
- to analyze indicators of sale in general and on commodity assortment groups, country statistics, to make out results of negotiations.

to own:

- knowledge of development of society, variety of cultures, civilizations, forms of social experience, the place of Kazakhstan in global historical process;
- theoretical knowledge and practical skills of doing out all types of statistical observation, group and analysis;
- by methods of the analysis of information and marketing opportunities of economic entities;
- by methods of determination of technical, operational, economic, esthetic and other parameters of consumer goods and factor of productions;
- practice of exercise of the international commercial transactions, contracting of purchase and sale and conducting commercial negotiations.

to have skills:

- carrying out all types of statistical observation, group and analysis;
- marketing analysis and monitoring;
- exercises of market researches;
- definitions of indexes of competitiveness of the consumer and production goods / services;
- exercises of commercial transactions, signing of the contracts of purchase and sale and conducting commercial negotiations, including in the international markets;
- model operations
- economic-mathematical model operation of expected values of the market.

to be competent in questions:

- legal support of activity of economic entities;
- application and respect for the republican and international standards of standardization and certification of production;
- state regulation of the country;
- uses of ethics in marketing activity;
- carrying out the marketing analysis;
- managements of marketing activity;
- developments of strategy and tactics of marketing.

The model of the graduate was developed in four stages: allocated the kinds of activity of the graduate in the direction of preparation presented to SCES RK №292 from 13.05.2016; allocated specialized kinds of activity of the expert (direction of preparation in concrete area of specialization); defined specialized competences; defined specialized knowledge, abilities as the purposes of its tutoring in the specialty. Participants of model building of the graduate: representatives of EP of department, employers, partners in education. A basis of model building of the graduate is: SCES RK № 292 from 13.05.2016 (competence); purposes, principles of training of specialists; opinions of representatives of production and employers; requirements of the state and region.

Typical employers EP 051100 - "Marketing": “Astana Line Service” LLP, “M-Profi” LLP, “Torgay” LLP and others. Employers for participation in projection of EP got out according to the available branches of the region production; the interests of labor market in experts - marketing.

The maintenance of EP is established by the corresponding professional standards and is implemented through curricula and programs. According to it is Standard curriculum specialties are formed. Students, by means of adviser, form IEPS, IEPM, IEPD according to also CED, Standard curriculum is formed on the basis of semestrial

curriculum for one academic year annually. One of important conditions of the modern technologies of tutoring carries out at the university - mobility of curricula, with the assistance of students. Then, according to the above-stated working curricula and "norms of time" approved through AB the volume of an academic load, i.e. calculation of clocks of pedagogical activity of departments and educational instructions of teaching staff is planned. The accounting of labor input of study is carried out on volume basis the taught material and measured in the credits (1 credit – 45 hours, from them 15 hours of classroom, 15 hours of SIW, 15 hours of SIWT).

Correspondence in the development plan for EP, in the plan of measures on development of EP where needs of the state, society and the region are considered has compliances of the name and content of disciplines of CED to the EP relevant directions. The analysis is carried out regularly as a part of teaching staff of department and representatives of production, employers (at faculty meetings, conferences, seminars, etc., when questioning), students and graduates (when questioning and receiving responses), etc. Changes of EP: are presented to CED where the ED list is annually traced, changes or supplemented.

Content of all disciplines corresponds to a profile of the trained experts of marketing.

Individual trajectories of tutoring are an indispensable condition of credit technology of tutoring. Students, by means of adviser, form IEP, in compliance with standard curriculum and CED. Individual curriculum is formed on total period of tutoring (bachelor degree - 4 years, magistracy - 1,5-2 years and doctoral studies-3 years). Before each academic year correction of Individual curriculum by padding filing (Appendix 26) is made.

The qualification received on completion of EP of a bachelor degree - Bachelor of economy and business on the specialty 5B051100-Marketing. The qualification received on completion of EP of the undergraduate - Master of economy and business on the specialty 6M051100-Marketing for the profile direction and Master of economic sciences on the specialty 6M051100-Marketing for a scientific pedagogical direction.

Educational programs of doctoral studies within each specialty are formed on the basis of individual curricula according to a subject of a dissertation research.

Knowledge and abilities of students received during studying of subject matters are fixed when passing professional practice at the enterprises, in compliance with the purposes and problems of a cycle and by that skills of their practical application are gained.

Professional competences are registered in models of graduates of bachelors, masters and doctors of PhD in "Marketing" (tab. 3). For example, EP 5B051100 – "Marketing" are

fixed by passing of technological practice on disciplines "Market researches" and "Management of marketing" - in "Astana Line Service" LLP - director Dambaulov B.B., "Torgay" LLP - director Omurzakov T.K. and others.

EP 6M051100 "Marketing" is fixed by passing production and research practices in "Research institute of economic researches" - responsible deputy director Khambar B., "Kazakh research institute of economy of agrarian and industrial complex and development of rural territories" – director Moldashev A.B.

Table 9 – Example: Influence of disciplines on formation of professional competences on EP 051100 "Marketing"

Professional competence	
Unitstandarddemand	Influence of disciplines
<p>A. Knowledge and understanding;</p> <p>B. Use of knowledge and ability of a comprehension in practice;</p> <p>C. Ability to removal of judgments, assessment of the ideas and formulation of conclusions;</p> <p>D. abilities in the field of communication;</p> <p>E. Abilities in the field of tutoring</p>	<p>EP 5B051100 "Marketing" is training of the expert of the marketing specialist of a new formation able to conduct market researches, having broad fundamental knowledge, initiative, having ability to scientific searching and creativity, adaptation to the changing requirements of labor market and technologies that corresponds in general to the mission of the university.</p> <p>A. Ability to work with directory materials about a condition of the markets, to carry out the situation complex marketing analysis, to carry out the complex analysis of an environment of the markets of agricultural raw materials and food, production goods.</p> <p>B. Acquisition of practical skills to develop programs of marketing activity, to plan advertising campaigns, to advise workers of agriculture concerning marketing.</p> <p>C) ability to compare to form conclusions, to express and prove demand and offers of goods in the market.</p> <p>. In the field of communication to improve the relations between subjects of the market relations.</p> <p>E. In the field of tutoring ability to analyze problems</p>

	<p>of the market and goods and also the conclusion of international treaties on availability of goods on the market.</p>
<p>A. Knowledge and understanding;</p> <p>B. Use of knowledge and ability of a comprehension in practice;</p> <p>C. Ability to removal of judgments, assessment of the ideas and formulation of conclusions;</p> <p>D. abilities in the field of communication;</p> <p>E. Abilities in the field of tutoring</p>	<p>EP 5B051100 "Marketing of goods and services". As a result of studying discipline it is necessary to know market segmentation of services. The major factors used for segmentation of the consumer market of services. Essence of the choice of target segments. Marketing strategy of coverage of services market.</p> <p>The factors considered at the choice of marketing strategy of coverage of the market of services. Identification of the most attractive segments of the market of services.</p> <p>to be able:</p> <p>A. Knowledge of factors, affecting on consumer behavior: factor of cultural level, social, personal, psychological. Stages of process of making decision on purchase: understanding of a problem, information search, assessment of options, decision on purchase, reaction to purchase.</p> <p>B. Use of features of process stages of perception by the buyer of service as goods novelty: awareness, interest, assessment, test, perception, individual differences in readiness for service approbation as goods novelty.</p> <p>C. Ability to define types of demand for services, the main reasons for increase in demand for services, a significance of service in economy, determination of market condition of services.</p> <p>D. Skills to determine a macro environment, a significance of a macro environment in marketing of services and in economy, a psychological factor,</p>

	<p>economic factor, demographic factor, an environment factor, the dominating factors of influence of a macro environment.</p> <p>E. Ability to define positioning of goods service in the market, possible paths of positioning of goods service.</p>
<p>A. Knowledge and understanding;</p> <p>B. Use of knowledge and ability of a comprehension in practice;</p> <p>C. Ability to removal of judgments, assessment of the ideas and formulation of conclusions;</p> <p>D. Abilities in the field of communication;</p> <p>E. Abilities in the field of tutoring</p>	<p>EP 6M051100 "Marketing in agrarian and industrial complex". As a result of studying discipline students have to know:</p> <p>principles of efficient functioning of the agrarian and industrial complex enterprises, bases of the organization of work,</p> <p>methods and means of scheduling of the agro-industrial enterprises, bases of the organization of marketing activity in agrarian and industrial complex.</p> <p>A. Acquisition of theoretical knowledge of marketing bases in agrarian and industrial complex;</p> <p>B. Ability of application of the basic concepts, methods of marketing activity on production;</p> <p>C. Ability to carry out consultation on the basis of the analysis of standards of the legislation;</p> <p>D. Ability to reveal regularities and tendencies of development of marketing in the agrarian and industrial complex sphere</p>
<p>A. Knowledge and understanding;</p> <p>B. Use of knowledge and ability of a comprehension in practice;</p> <p>C. Ability to removal of judgments, assessment of the ideas and formulation of conclusions;</p>	<p>EP 6M051100 "Strategic marketing". As a result of studying discipline students have to know: about a state, problems and the prospects of effective use of services of strategic marketing. To be able to carry out comparative approach to business assessment, assessment of a financial condition of the enterprise.</p> <p>To be able to develop strategic development plans branch and control of their realization. To be able to reveal reserves of economy and upgrading of work of trade organizations and enterprises on prospect.</p>

<p>D. abilities in the field of communication;</p> <p>E. Abilities in the field of tutoring</p>	<p>A. Acquisition of theoretical knowledge and conditions of management of strategic marketing at the enterprise.</p> <p>B. Ability to make administrative decisions on efficient realization of marketing tools in activity of the enterprise.</p> <p>C. Acquisition of practical skills in adoption of professional decisions in the organization of business activity.</p>
<p>A. Knowledge and understanding;</p> <p>B. Use of knowledge and ability of a comprehension in practice;</p> <p>C. Ability to removal of judgments, assessment of the ideas and formulation of conclusions;</p> <p>D. abilities in the field of communication;</p> <p>E. Abilities in the field of tutoring</p>	<p>EP 6D051100 "Marketing of the enterprises in agriculture". As a result of discipline development students have to own bases of professional activity in the field of consultation, know the main methodology of activity of the consulting companies, ways of the made decisions and the main specifics of consulting services. To learn to estimate the knowledge for choosing the direction in which it is possible to apply itself as the competent consultant.</p> <p>A. It is based on theoretical knowledge of functioning consulting activity of the enterprise.</p> <p>B. Ability to impart to students of knowledge, skills in the sphere of consulting services.</p> <p>C. Ability to learn to carry out diagnostics of a situation and condition of strength in society and various socio-political structures</p> <p>D. Ability of formation of abilities to make administrative decisions in commercial, political and social spheres.</p> <p>E. Ability to analyze and predict consulting services for further effectiveness of introduction in production.</p>

Logic of the academic interrelation of disciplines: for successful assimilation of a training material the student has to have a basic minimum of knowledge (prerequisite).

Contribution of this or that discipline to formation of the main results of tutoring are registered in SCES EP where on cycles of disciplines are represented: the purpose of studying of BE, BD, PD and also are provided requirements (the main results of tutoring) to the level of education of the graduate. Results of tutoring of disciplines of CED, are defined by the guide of EP to inquiries of representatives of production, employers, etc. which were determined by questioning of students of older years, graduates, employers, etc.

Determination of labor input in the credits of subject matters is carried out according to "The provision on an order of development of the development plan for the educational program and monitoring of its realization and Practice of determination of labor input in the credits educational disciplines are given in table 10.

Table 10 - Practice of determination of labor input

Credits in RK	Credits ECTS.	Types of practice
1	1	Educational: $2*0,6=1$ Practical, predegree $2*3=6$ SAC $3*4,5=13$
2	3	
3	5	
4	7	
5	9	
6	10	
7	12	

Kinds of activity in structure of EP which maintenance promotes formation of professional competences: carrying out the fissile types tutoring (lectures, practical and laboratory researches, seminars, colloquiums, practices: educational, production, pedagogical and predegree internship); SIST and SIST (papers, reports, projects, etc.); additional or individual classes (advisory help to students); monitoring of knowledge (entrance, current, midterm and total); estimation (points, %, traditional assessment); the analysis (achievements of students in training in development of professional competences; identification of problem sites in the maintenance of EP or in tutoring of students); adjustment (in the maintenance of EP).

Compliance of maintenance of subject matters and results of tutoring is carried out on the basis also CED is Standard curriculum. The channel of access for students to the content of disciplines – is a syllabus. Compliances of maintenance of subject matters to results of tutoring (on the example of discipline "Marketing") are presented in table 11.

Table 11 - Compliances of maintenance of disciplines to results of tutoring (on the example of discipline "Marketing")

types activity of curriculum	description	Training result (students' competence)
Lecture	logically orderly, systematic, deep and clear statement of a training material	<p>As a result of studying of discipline the expert has to know:</p> <ul style="list-style-type: none"> - theoretical bases of marketing, including substance of concepts of marketing, its philosophy, methods and functions; - methodology of a complex research of the market, including studying and the business cycle forecast of the market of the agricultural and production goods in agrarian and industrial complex; - forms and methods of adaptation of agro-industrial production to requirements of the market; - forms and methods of the organization of sale of goods of agricultural origin and formation of demand; - advantages and shortcomings of various organizational structures of service of marketing, feature of human resource management; - control methods in the system of marketing
Practical lectures	the classes given under the leadership of the teacher in educational audience	Acquisition of practical skills to develop programs of marketing activity, to plan advertising campaigns, to advise workers of agriculture concerning marketing.
Lectures	carrying out experiences by students with the use of devices, tools, etc. technical	ability to compare to form conclusions, to express and prove demand and offers of goods in the market.

	devices.	
SIW and SIWT	tasks for self-contained training of students	In the field of tutoring ability to analyze problems of the market and goods and also the conclusion of international treaties on availability of goods on the market.
Control of skills	process of detection of achievements of students; the indication of paths of perfecting, deepening of KS, for creation of a condition of the vigorous creative activity	Formation of self-checking of characteristic achievements
Estimation	Process of check or determination of level of the received competences	Ability to estimate characteristic achievements
Correcting	Analysis of content of discipline	Improvement of formation process of competences
Practical, internship	JSC «Kazagromarketing», LLP «M-Profi», LLP «Torgai» and others.	As a result of passing practices the student has to master: <ul style="list-style-type: none"> - theoretical bases of marketing, including substance of concepts of marketing, its philosophy, methods and functions; - methodology of a complex research of the market, including studying and the business cycle forecast of the market of the agricultural and production goods in agrarian and industrial complex; - forms and methods of adaptation of agro-industrial production to requirements of the market; - forms and methods of the organization of sale of

		goods of agricultural origin and formation of demand; - advantages and shortcomings of various organizational structures of service of marketing, feature of human resource management; - control methods in the system of marketing.
Conclusion: all kinds of activity which are carried out to unitary enterprise are directed to formations of professional competences of students		

Educational and methodical documentation in which the different types of activity provided in curriculum are reflected contain in teaching materials: MW for teaching staff on carrying out different types of activity in curriculum; MI for students on realization of LT; SIW, SIWT, all types of practices, Scientific research work, Student's Scientific research work, etc.

For determination of personal qualities of students, including features of perception of information, are considered in the form of differentiated approach.

Passing by students professional practices the Order of the organization and carrying out practical training of students, SCES №292 from 13.05.2016 are regulated by the methodical instruction. Responsible: senior teacher of department Khapova A.V. Requirements and criteria of knowledge, proficiencies, and skills are supplemented and change on the basis of requirements of labor market and also proposals of employers, teaching staff, and students. Data come when questioning during the planned meetings with employers and partners. The number of places for passing professional practice depends on contracts on cooperation with the enterprises and potential employers. Stages of scheduling of practice places and signing of the contracts: development of the development plan for EP; drawing up the plan of measures on implementation of the development plan for EP; drawing up schedules of meetings with representatives of production and employers; signing of the contracts. The head of practice appoints teaching staff on specifics: EP 5B051100 – “Marketing” PhD of Economics Kaskatayev N.M., PhD of Economics Karabasov R.A.

Monitoring of practical training and quality of its organization traces responsible for practice at department Khapova A.V. and also manager of EP, Head of "Marketing and service" department Rustembayev B.E. Monitoring of satisfaction is carried out by questioning of representatives of practices bases.

During the realization of EP the releasing department actively cooperates with other universities – higher education institutions – partners for the organization of scientific training, lectures of foreign professors, carrying out collateral researches and expansion of the academic mobility. The fissile work together with partners of the FSU and beyond is conducted: 1. P.A. Stolypin Omsk state agricultural university, Russian Federation, 2. Southern Ural state agricultural university, Russian Federation, 3. K.I. Scriabin Kyrgyz national agricultural university of, 4. Poltava agrarian institute, Ukraine, 5. Ghazi university, Ankara Turkey, 6. Northwestern University rural and forestry, Mr. Yanlin China, 7. National university of public service, Budapest, Hungary and others. During the period November-December from 2014 to 2015 Professor, Doctor of PhD Peter Lakatos gave lecture and practical classes in Logistics for fourth-year students. Data classes were also attended by all undergraduates of the 1 course and young teachers of the department (Appendix 27).

Head of the department, Dr. Econ.Sci., Professor Rustembayev B.E. during the period from March 27 to April 2, 2018 gave lectures on justification of methodological approaches development of logistics systems in Kazakhstan in Northwestern University rural and forestry of the People's Republic of China. Senior teacher, PhD of Economics Karabasov R.A. during the period from October 31 to November 4, 2016 at The Szent István University, Hungary gave classes in development of marketing during the present period (Appendix 28).

Associate professor Nurmaganbetov K.K. during the period from February to April, 2015 passed the Training according to the program of the State program of Bolashak, the Netherlands, Leiden university.

Senior teacher of the department Daripbayeva S.Zh. in November, 2013 passed a training according to “Orleu” program, Portugal, Lisbon (Appendix 29).

Theoretical and practical results of scientific research for these years actively take root into educational process by use during teaching basic and profile disciplines and development of educational and methodical complexes on them. Results of research are introduced in educational process and are used when conducting classes in discipline of a bachelor degree "Logistics".

Conclusion: Thus, for EP the specialties Marketing are defined the end results of tutoring and a trajectory of their achievement. Development of EP providing competitiveness of the graduate, providing educational services at the level of the international standards are tasks of the Program of development of JSC “S.Seifullin Kazakh Agro Technical University” for 2016-2020. In higher education institution the

development plan for EP, model of the graduate of EP is developed, the continuity of maintenance of EP at various levels is provided: the bachelor degree-magistracy-doctoral studies based on logic of the academic interrelation of disciplines, the operating system of prerequisites and post-requisites. Legible determination of the logical sequence of courses of disciplines which are reflected in working training programs and the main requirements to results of tutoring is kept. Logic of drawing up unitary enterprise and programs of tutoring, realization of EP conforms to all requirements. The EP updating is systematic, taking into account the interests of employers.

EP are developed on the basis of the analysis of labor market and satisfies inquiries of potential consumers, are implemented within credit technology of tutoring. The maintenance of EP 051100 - Marketing completely corresponds to SCES and provides training of the highly qualified personnel with innovative and creative type of thinking having the sufficient level of knowledge, skills in professional activity.

Table 12 - SWOT analysis of the "Development and Approval of the Educational Program" standard

S (strength) – strengths (potentially positive internal factors)	W (weakness) – weaknesses (potentially negative internal factors)
- Participation of teaching staff and employers in development and management of educational programs - Existence in the maintenance of educational disciplines of a professional context	- Poor number of joint educational programs with foreign higher education institutions
O (opportunity) – favorable opportunities (potentially positive external factors)	T (threat) – threat (potentially negative external factors)
Development of joint educational programs with the leading foreign and Kazakhstan higher education institutions	Decrease of quantity of educational grants on levels of tutoring of specialty
Opening of branches of departments and the experimental platforms of higher education institution	

Specialized profile of EP 5B051100/6M051100/6D051100– Marketing contains the following self-rating of compliance: by criteria of EP has strong positions - 4, satisfactory – 5, assumes improvement – 3.

5 CONSTANT MONITORING AND PERIODIC EVALUATION OF THE EP

Monitoring of quality of EP includes:

- internal assessment of EP (EP rating in higher education institution, teaching staff rating of higher education institution, EP self-rating within specialized accreditation, teaching evaluation test);

- internal assessment of activity of higher education institution: (self-rating and compliance with normative documents (standards, the guide to carrying out a self-rating) of accreditation independent agencies;

The highest mark of students: UNT (Uniform National Testing), Final state assessment of students;

External assessment of EP: EEEA (external evaluation of educational achievements of students), specialized (program) accreditation, EP rating;

External assessment of educational activity of the university: check on compliance with the law, institutional accreditation, rating of the university.

Frequency of monitoring:

1. Monitoring of implementation of the development plan for EP and educational achievements of students is carried out twice a year (half-year and academic year).

Frequency of carrying out other types of monitoring - once a year.

At department the systematic analysis, monitoring of operating EP, its compliance to this contingent of students is carried out, by results of the analysis changes are made to structure and the maintenance of EP, CED.

The maintenance of EP and distribution of volume of an academic load on cycles of disciplines on the accredited directions of specialty provides training of the qualified competitive experts in the field of marketing.

The structure and the maintenance of a main part of EP is developed by teaching staff of department together with employers and students, is considered at a faculty meeting.

Monitoring of quality of EP is carried out on:

- to terms of implementation of the development plan for EP;
- to quality of knowledge of students; according to employers;
- to responses of students and graduates of EP, etc.

Evaluation test of the education got in higher education institution - the partner: on the basis of external and internal normative documents of higher education institution of

the partner, regarding quality of education of this higher education institution. Monitoring of satisfaction is provided by the regular carrying out with questioning, testing and personal meeting heads with employees (their satisfaction).

According to questioning were reconsidered: list of practices bases; the list of competences on all directions of training of specialists of marketing.

Dynamics of effectiveness of questioning procedure of are shown in table 15.

Table 13-Dynamics of Effectiveness of Questioning Procedure

№	Questions to employers	2014-2015	2015-2016	2016-2017	2017-2018
1	Estimate, please, quality of training of specialists of our department; (On a 5-ball scale)	4	4	5	5
2	Estimate, please, quality of training of personnel of our higher education institution in comparison with graduates of other higher education institutions passing internship in your organization;	5	5	5	5
3	Estimate please, the level of professionally significant skills and competences on a scale. (On a 5-ball scale)	4	5	5	5
Conclusion: the tendency to increase in quality is traced					
	Questions to students				
1	Are you satisfied with the organization (place) of practical training and why? (On a 5-ball scale)	4	4	5	5
2	Are you satisfied with the organization of practical activities in the place of practice base? (On a 5-ball scale)	4	4	5	5
3	Are you satisfied with the received skills (competences)? (On a 5-ball scale)	4	4	5	5
Conclusion: the tendency to increase in quality is traced					

Questioning of employers of "Marketing" specialty was carried out from April 23 to April 26, 2018 to the period. A main objective is - a research of satisfaction of employers with quality of training of graduates, evaluation test of education from employers, cooperation with the enterprises and the organizations acting as employers.

From 2014-2015 academic years at the university annual audit of educational programs is booked. Audit is carried out by the dean and/or managers of departments under the leadership of the rector, vice rectors for the purpose of updating of the existing programs and/or the creations of the new programs promoting training of specialists of a high level and owning necessary competences for the employer. Audit of educational programs during the period March-April, 2015 allowed to reveal the existing problems and to develop recommendations about introduction of competence-based approach in projection of training programs and also created prerequisites for development of procedures of annual monitoring of training programs.

For the purpose of monitoring of disciplines provision with educational and methodical literature at the university works the Commission on conducting examination of published textbooks, manuals and acquisition of printing and electronic resources for fund of scientific library. In the course of work, the specified commission coordinates questions of financing of the edition of textbooks and manuals at the expense of the funds allocated by the university which regulate precedence of the edition of textbooks of an obligatory component and textbooks in the state and foreign languages.

Following the results of work group of the Project on methodology of projection of educational programs for the 2nd course of specialty "Marketing" the pilot contents of the educational program based on the alternate approach are injected. The purposes and results of tutoring are legibly defined and formulated.

Curricula for a set in 2014 and 2015 years were created on the basis of competence-based approach, taking into account the booked audit of educational programs in 2015. The second annual audit is booked (2016), modular groups on perfecting of content of separate disciplines of educational programs of the university worked. Results of the carried-out work were expressed in offers on an importation of some changes in contents of curricula of the second (the 3 and 4 semester) and the third (the 5 and 6 semester) courses. All disciplines of operating educational programs were studied, eliminated duplications of subjects, the contents directed to achievement of the goals of tutoring and formation of set of competences is staticized.

For ensuring development of skills of self-contained tutoring it is necessary to teach the student consciously and to work self-contained at first with a training material, then with scientific information, to lay the foundation of self-organization and self-education to impart ability further continuously to improve the skills, to process and analyze, state data and to put them into practice; the primal problem of the organization of self-contained work of students consists in creation of conditions of development of an intellectual

initiative and thinking of students. The effectiveness of self-contained work of students in many respects is defined by existence of the fissile methods of its monitoring.

Responses and the recommendations of students graduates are very important part of system of ensuring quality of education. The university conducts the regular surveys and questioning of the pupils at the end of each semester covering all courses and teachers.

Every year questioning and polls of employers according to contents of educational programs and requirements to graduates of the university is carried out. Cooperation with employers for efficient work with future graduates extends. Engaging of employers not only for assessment of educational programs, but also for holding guest lectures, seminars and trainings on which completion employers express the opinion on level of training of students became a steady rule.

Thus, S.Seifullin Kazakh Agro Technical University on a systemic basis provides revision of contents and structure of educational programs taking into account changes of labor market, requirements of employers and social inquiry of society.

Table 14 SWOT analysis of the "Regular Monitoring and Periodic Assessment of Educational Programs" standard

S (strength) – strengths (potentially positive internal factors)	W (weakness) – weaknesses (potentially negative internal factors)
<p>Continuity of contents of the educational program at various levels (bachelor degree – magistracy).</p> <p>High scientific potential.</p> <p>EP annual updating taking into account the interests of labor market on the basis of monitoring and periodic assessment.</p>	<p>Poor number of joint educational programs with foreign higher education institutions.</p> <p>Poor academic mobility of teaching staff on EP "Marketing".</p>
O (opportunity) – favorable opportunities (potentially positive external factors)	T (threat) – threat (potentially negative external factors)
<p>- Development of joint educational programs with the leading foreign and Kazakhstan higher education institutions;</p> <p>- Employers will have an opportunity to employ graduates with necessary set of professional competence</p>	<p>- Decrease of quantity of educational grants on levels of speciality tutoring;</p> <p>- Frequent change of forms, methods and principles of monitoring and assessment of EP from authorized body in the field of education</p>

EP are updated annually taking into account the interests of labor market on the basis of monitoring and periodic assessment.

Specialized profile EP 5B051100/6M051100/6D051100– Marketing contains the following self-rating of compliance: by criteria of EP has strong positions - 4, satisfactory – 6.

6 STUDENT-CENTERED LEARNING, TEACHING AND EVALUATING EFFICIENCY

"Marketing" CPA is carried out under three-level educational programs undergraduate - graduate - doctorate (PhD). Students are given an opportunity to choose a specific education trajectory, regardless of their language, in accordance with their lifestyle, capabilities and capabilities. Teaching-methodological complexes, syllabuses and test tasks of the disciplines are made in two languages depending on the language of instruction, and HEI, EPC, working curricula, examinations in three languages.

In order to ensure the harmonious development of students, taking into account their intellectual development and personal peculiarities, the needs of trainees are taken into account, which is reflected in the requirements for teaching and general teaching activities.

Professional and academic orientation with students is carried out, the university is developed taking into account uniformity of teaching discipline. Students get academic freedom in choosing discipline and teacher. When forming an educational program the needs of students may be satisfied when selecting elective courses.

The content of elective courses catalog, their logical sequence and the proposed elective subjects are subject to review and analysis at the department and faculty meetings on the basis of the following criteria:

- 1) narrow subjects are not allowed;
- 2) Disciplines that are part of any other course are not allowed;
- 3) Preference is given to practical subjects;
- 4) disciplines should be focused on the formation of a certain professional competence;
- 5) names and content of disciplines must correspond to the actual directions of science;
- 6) The subjects must correspond to the level of education.

For each discipline, a working curriculum is developed.

According to the catalog of elective disciplines, formed in the AIS "Platonus", students study the description of disciplines and choose the elective disciplines depending on the specifics of the chosen training direction, as a result of which an individual educational trajectory is formed.

The results of a consistent study of the effectiveness of elective courses make it possible to judge the steady positive dynamics in mastering the developed program content, which is focused on the formation of professional competencies of students in the

specialties of the “Marketing” direction. Evaluation of the effectiveness of educational programs is also carried out in terms of the availability of components that shape students' personal development, their creative abilities and social competences.

The teacher provides individual assistance, counseling to students during the development of the discipline:

1) the teacher becomes an assistant, the responsibility for training is borne, and the teacher and the student;

2) students are considered as individuals - their experience, characteristics, perception abilities, interests and needs are taken into account;

3) the learner is involved in the process of choosing what to study;

4) the learning process is not only the transfer of knowledge, but also a deeper understanding and formation of critical thinking.

At the present stage in S. Seifullin KATU special attention is paid to the implementation of independent work, allowing students to gain experience, develop creative potential and determine their personal orientation. The CDS is practically significant in the effective implementation of the OP. For each program and discipline, KAUT selected the optimal forms, methods, and means of organizing CPC. The result of the CDS is written or other types of work.

The teachers systematically monitor the course of independent work in the consultation process and practice the following activities: an oral survey on the material of classes; receiving reports on homework and laboratory work; explanation of the details of the studied educational material; solving additional problems on the studied topic; discussions on current topics of educational material.

S.Seifullin KATU is working on the application of innovative teaching methods for students. For faculty of the university, especially young teachers, various training seminars, pedagogical skills courses, advanced training based on the use of innovative teaching methods are held. In the 2017-2018 academic year, Nurpeisova A.A., Nurtayeva Zh.Sh. passed advanced training courses on the program "Innovations in the educational process of higher education" (in the amount of 120 hours), consisting of the modules: "Psychological and pedagogical bases of modernization of higher professional education in the Republic of Kazakhstan", "Innovative education in the system of higher education." (Appendix 30)

Note that the teaching staff of the Marketing and Service department apply various innovative teaching methods in the classroom, such as:

- case study;

- use of video;
- the use of information portals during classes;
- group tasks.

At the Department of Marketing and Service, Doctor of Economics, Professor Rustembayev B.Zh., Doctor of Economics, Professor Aytahanov K.K, Doctor of Economics, Professor Abuov KK, Ph.D. .E.n., associate professor Kaskataev N.M. conduct disciplines for undergraduates and doctoral students "Methods of teaching economic disciplines", "Applied methods in marketing research." The faculty of the department are also developed and published guidelines for practical exercises. For example, associate professor Kaskataev N.M., assistant Mukhtarova Zh.E. They made an educational and methodical complex "Methods of Economic Research", publishing house of S. Seifullin KATU, Astana, 2015.

The teaching staff of the Marketing and Service department uses the following active and innovative teaching methods in UE:

1) Information technology (to improve the management of educational and organizational work of the department): Electronic textbooks (conducting virtual laboratory work, watching thematic lectures, etc.); Electronic library (allows you to facilitate the search of literature available in the fund of the university); The electronic catalog of full-text resources integrated into the republican inter-university electronic library, the base of which includes the works of the RMEB scientists; Electronic university (transparency processing of students' educational achievements); training programs: Our garden, CorelDrawX5, AutoCAD 2011, 3DMax 2011, Delphi 7 Pro, C ++ Builder, RadPHPXE.; PLATONUS program; Internet service.

2) innovations in teaching methods of academic disciplines (used to: increase motivation to learn; improve the quality of learning; attract students to the active life of the department and the university, etc.): (innovation of learning technologies) - business games apply Ph.D. Asilov B.U., senior lecturer Taurbayev Zh.R. applies video lecture on the discipline "Logistics" and Magister Mukhtarova Zh.E. applies the method of debate, project method, etc.

Conclusion: Innovations of teaching methods in the UE are used by all the teaching staff of the EP, the teachers mentioned in Table 15 are especially different. The department has a schedule and journal of the CDS. Evaluation is reflected in PLATONUS. The tasks for the CDS are written in syllabuses, and there are also MUs for the performance of the CDS. The complexity of the CDS and SRSP 2/3 share of the total. For example: 1 credit - 45 hours, of which CPC and CPCII - 30 hours. Evaluation is carried out according to the

scale of educational achievements, which are registered in EMCD. The decision on the adequacy of the content of readable disciplines, learning outcomes and analysis of compliance with the SR is taken by the head of the EP and PPS. The content of the CPC is prescribed in the TUP and curricula of QED.

The evaluation of the satisfaction of the managers of the base practices with students is carried out by questioning (employers); Assessment of students' satisfaction with places of practice bases is carried out by questioning students.

For example, questions to employers: "Please rate the quality of training in our department"; "Please, evaluate the quality of training of our students in comparison with graduates of other universities, who are undergoing practical training in your organization"; "Evaluate the level of professionally relevant skills and competencies on a scale, please." Questions for students: "Are you satisfied with the organization (place) of internship, and why?", "Are you satisfied with the organization of practical activities in the practice base?", "Are you satisfied with the skills (competencies) obtained?".

Students' satisfaction with the passage of professional practices was determined with the help of questioning students after internships.

Monitoring the progress of training on the educational trajectory is carried out by the adviser, the head of the EP, the dean's office, the department of academic issues. Conditions for inclusive education: persons with disabilities under the EP do not study in these academic years.

Conclusion: Guide OP: provides equal opportunities for students; takes into account their individual characteristics; introduces and applies active and innovative teaching methods; monitors the CDS and its results; monitors student and employer satisfaction; makes decisions based on feedback; monitors the progress of students in the educational trajectory and achievements; provides a mechanism for an objective assessment of learning outcomes, etc.

Table 15- SWOT-analysis of the standard "Student-centered learning, teaching and assessment"

S (strength) - strengths (potentially positive internal factors)	W (weakness) - weaknesses (potentially negative internal factors)
The teaching staff of the educational program revises its view on the teaching process, more and more from a passive knowledge transfer to an active one, using innovative technologies	Weak and insufficient development of external academic mobility of students

and interactive teaching methods	
O (opportunity) - favorable opportunities (potentially positive external factors)	T (threat) - threats (potentially negative external factors)
<p>Activization of external academic mobility of students, undergraduates and doctoral students in OP.</p> <p>Attracting foreign partners to the training of personnel in the EP of the specialty "Marketing" in both undergraduate and graduate programs</p>	<p>Reduction of educational grants through the training of faculty through the line of training of masters and doctors PhD.</p>

Specialized profile OP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of compliance: according to the criteria, the OP has a strong position - 2, satisfactory - 6, suggests improvement - 2.

7 LEARNERS

The admission of persons entering higher educational institutions of the republic of Kazakhstan is carried out by placing the state educational order (educational grants), as well as paying tuition at the expense of citizens' own funds and other sources.

The principles of forming a contingent of students at the university, their accounting, movement in the learning process and provision of graduation are determined by the provisions of SES RK 5.03.008 - 2006 “the education system of the republic of Kazakhstan. The contingent of students. The main provisions.

Admission to the EP is carried out in accordance with the requirements of the ministry of education and science of the republic of Kazakhstan, on a competitive basis based on the results of passing the UNT or integrated testing (ct), collect a passing score set by the state, and with a package of documents (list of which can be found on the university website) in a timely manner to submit to the student reception department . On the basis of the decision of the admissions committee, an order for enrollment of students is formed. Student of S.Seifullin KATU is the main subject of the educational process in higher education. For admission to the composition of undergraduates / doctoral students of S.Seifullin KATU bachelors must pass two exams: one - in a foreign language, the other - in the specialty.

The main results of the department’s activities aimed at improving the quality of student learning are:

- multi-level system of training: bachelor, master, doctoral;
- high level of the faculty's degree;
- a high level of information support for educational and scientific work: the introduction of innovative teaching methods, including distance learning technologies;
- active involvement of employers in the implementation of educational programs: the participation of students in research work;
- creation of favorable conditions for the realization of students' creative potential, social support.

In the structure of the contingent of students on the EP, the largest share is taken by students in 5B051100- "Marketing" (bachelor degree), table 16:

Table 16 - the contingent of students

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018

	total	grant	total	grant	total	grant	total	grant	total	grant
5B051100- Marketing (bachelor degree)	21	2	79	6	112	12	181	14	226	22
6M051100- Marketing (Master)			14	9	16	8	13	5	16	6
6D051100- Marketing (phd)	-	-	-	-	1	1	1	1	2	

As can be seen from the table, the contingent of students in EP from year to year tends to increase, including the state educational grant and students on a paid contractual basis.

The university concludes a contract for the provision of paid educational services developed on the basis of a standard contract with first-year students enrolling for a fee. The implementation of educational services above state compulsory education standards is carried out on paid terms. The number of students meets the sanitary standards of the training area per student in accordance with the established licensing requirements and the requirements of ST. RK 1158. For this purpose, the calculation of the given contingent of students is carried out.

The quantitative composition of the student population per teacher for full-time education corresponds to 8: 1.

The student has the right to reinstatement to a university for any form of study, for any specialty, regardless of the terms of deduction during restoration. Recovery in the number of students is carried out only on paid tuition for the appropriate course. At the same time, the difference in the working curricula should be no more than five academic disciplines of the obligatory component, otherwise the student is restored to the course below.

The university has a student parliament, a committee on youth affairs, a student trade union committee, a youth wing of the Zhas Otan party, branches of the Alliance of Students of Kazakhstan, the Amanat debate club, the Dostyk friendship club, a literary

circle, and the university has a department of public professions where students can develop their talents (singing, dancing, playing musical instruments, acting, KVN, etc.).

The purpose of the functioning of student collegiate bodies is the formation of personality, as a specialist, oriented in a highly cultured civilized space, armed with state, national, spiritual and moral foundations.

The tasks of student collegiate bodies are:

- fostering patriotism in the unity of ethical norms and aesthetic values, respect for the laws of the country and the civil rights of the individual;
- philosophical and ideological orientation of students in understanding the meaning of life, their uniqueness and value;
- introduction to the system of cultural values expressing the wealth of human and national culture, the formation of personal attitudes towards them;
- assimilation of the universal norms of humanism (truth, justice, goodness, beauty, mutual understanding, sympathy, mercy, etc.), following them in life and cultivating intelligence as a significant personal quality, etc.

The management of the organization of educational work is carried out by the Deputy Chairman of the Board for educational work.

Student councils assist the university administration, the university's youth affairs committee in organizing educational work, improving the living conditions of students living in a dormitory, mass cultural and sports work.

Students in the accredited EP actively participate in the research work (R & D). The order of the research work is described in the standard of the organization. The management of the processes of students' scientific activities and in the Regulation on the research work of the student of S. Seifullin KATU.

The main tasks of RWS are mastering (within the framework of a single educational and scientific process) the system of concepts, judgments and conclusions in the field of profession, based on knowledge, skills, skills and experience; mastering students of scientific methods of knowledge; acquaintance of students with the methods of scientific research, the methodology of the experiment and the theory of decision making; the acquisition of skills for independent solution of scientific and practical problems; acquisition of skills in research teams, familiarization with the methods of organizing their work; educating students of the need for creativity, for self-education, for continuous improvement of their knowledge, in-depth and creative development of educational material; the formation of the skills and needs of constant work with domestic and foreign literature, the ability to work with the patent fund; the development of modern information

technologies and methods of information communication (Internet, e-mail, etc.); formation of a scientific approach to the assessment of the relevance of scientific areas (works) that ensure the real economic, social or spiritual progress of society; the establishment of close ties between the interests of the student and the scientific and educational direction of the department, the strengthening of his creative contacts with the teacher in the binary learning process.

The research work of students is organized directly in the departments and research departments of the university. Scientific management is carried out by the faculty of the department. Leading researchers of third-party scientific organizations and masters are also involved in the leadership of RWS.

Students take an active part in the republican conference, Seifullin readings. The research work of students is included in the individual work plans of teachers and the general plans of educational and scientific work of the department. The results of the research work of students are covered in the annual report of the department.

The data are presented in the following table 17.

Table 17 - NIRO results (bachelor, master, doctoral)

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
In international scientific journals, Thomson Reuters, Scopus	-	-	-	-	1
High-ranking journals (RISC, etc.)	-	1	2	3	2
Magazines, recom. ESCS	-	-	-	-	-
Magazines near and far abroad	-	-	-	2	2
International conferences	-	2	8	4	3
Republican conferences	3	10	9	12	27
Seifullin readings	3	10	9	12	27
Total	6	23	28	33	61

Academic mobility of students at the university is carried out through the implementation of the following mechanisms:

- the organization of the summer semester for the development of modules of educational programs with the invitation of teachers and students from other universities;
- studying by students of individual disciplines or modules of educational programs in other educational organizations of the republic, as well as abroad;
- departure of students abroad for practical training in their educational programs;
- the development of additional educational programs and courses through distance technologies.

When planning and organizing academic mobility, the following regulatory documents are used:

- application of the student, leaving the mobility programs;
- agreement on training for mobility programs (contract);
- information package (course catalog);
- student transcript;
- Pan-European Diploma Supplement (for students traveling abroad).

The agreement on study under the programs of academic mobility is the main document regulating the process of student learning under the program of academic mobility and is completed in the state, Russian, and also in English (for students going abroad). The agreement is signed by three parties: for students, the official sending for training, and the official of the receiving educational institution. The objectives of the development of academic mobility:

- to expand the mobility of students in all 3 cycles of training in various educational programs;
- to promote the provision of opportunities for participation in programs of academic mobility of students;
 - provide high quality mobility;
- to promote the mobility of teachers, young scientists and administrative staff of universities;
 - consider higher education institutions in the EHEA as places for the organization of international academic exchange and suppliers of qualified graduates on a global scale.

The possibility of external and internal mobility for students: the formation of an information base on joint projects of the university with foreign partners, scholarship programs and grants to support academic mobility of students, undergraduates, PhD students, teachers and university staff; implementation of academic mobility programs (information, selection of candidates, design of package of documents, coordination of conditions of study or research internships);

- implementation of language training programs for students and teaching staff;
- the participation of teachers and students in various international programs and projects, and at the same time interest them in further teaching activities at their university;
- use the experience of foreign scientists at the university to read special innovative courses, consultations and joint research;

- the introduction of multilingual in the educational process;
- expansion of international cooperation;
- work effectively in the changing conditions of the global market.

For extracurricular development of students, the university has scientific circles, sports clubs, literary and debate clubs, creative teams (dance, music, acting, KVN, etc.). In addition, during the school year a lot of events and competitions are held, the largest of which are “First Student Autumn”, “Nauryz Meiramy”, “Kyz Sons”, “Zhigit Sultany”, Spartakiad among freshmen and much more.

Conclusions: Thus, educational and methodical and educational work with students is carried out regularly and systematically, in accordance with the requirements for professional and social competencies of specialists of this profile.

Table 18 - SWOT-analysis of the standard "Students"

S (strength) - strengths (potentially positive internal factors)	W (weakness) - weaknesses (potentially negative internal factors)
The teaching staff of the educational program revises its view on the teaching process, more and more from a passive knowledge transfer to an active one, using innovative technologies and interactive teaching methods	Weak and insufficient development of external academic mobility of students
O (opportunity) - favorable opportunities (potentially positive external factors)	T (threat) - threats (potentially negative external factors)
<p>Activization of external academic mobility of students, undergraduates and doctoral students in OP.</p> <p>Attracting foreign partners to the training of personnel in the EP of the specialty "Marketing" in both undergraduate and graduate programs</p>	Reduction of educational grants through the training of faculty through the line of training of masters and doctors PhD.

Specialized profile OP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of compliance: according to the criteria the OP has a strong position - 4, satisfactory - 6, suggests improvement - 2.

The university provides applicants applying for training in educational programs, the following additional services:

- 1 Preparatory courses.
- 2 Trial testing.

3 Testing English for multilingual groups.

The results of the UNT are set by the transmitters, taken into account by the host of the university when conducting competition, and, consequently, determine the quality of the system and the engine-racer system, and the Freder- Along with that, the department is actively engaged in a professional activity.

This work is carried out in the following forms:

- field career guidance work in schools of Kostanay, Kokshetau, Petropavlovsk, Schuchinsk, villages of Shantobe, Lesnoy, Veselovskaya, Priozernaya in Akmola, Kostanay North Kazakhstan, Turkestan regions, as well as in schools of Astana No.

- organizing and conducting field career guidance activities in schools of the districts, informing about faculties, departments and specialties of the university, as well as assisting in professional self-determination, in order to attract graduates to enter the university; attraction of pupils of the district schools to active participation in the "Open Days", scientific and practical conferences; organizing and conducting targeted seminars in educational institutions with the involvement of university teachers;

- acquaintance of schoolchildren with a multi-level structure of education at the university;

- informing applicants about the forms of education, the diversity of specialties of the university, the possibilities of further employment through advertising in the media;

- publication in the printing house of the university information career guidance booklets, a special issue of the university newspaper "Menin University" in order to provide applicants with full information on admission to the university, faculties and specialties.

To implement the credit system of education at the university, special academic services have been created that assist students in the selection and implementation of their educational trajectories and assist in the development of academic disciplines. Special academic services are the office of the registrar and the service of advisors (Hapova A.V., Shaimerdenova A.K., Shapenova K.K., Karabasov R.A., Zholmukhanova A.Zh., Mukhtarova J.E., Kuttayakova G. J., Asilov, B.U., Sametova, R.M., Usenova, Zh.A.), assisting students in choosing an educational trajectory.

The Department of Academic Affairs, guided by the approved individual curricula and official information on the student population, forms academic flows, training groups and subgroups. The subsequent progress of the students is the dean's office, the department: (control of attendance, progress, payment of contracting services, results of examination sessions, analysis of the adaptation period of students).

Teachers and attendees of the official website of the university website www.kazatu.kz can be aware of the rules of admission, transfer from curriculum to the course, from other universities, donating money, pay credit, and pay a part-time-old-for-one-year-old, from the other countries, to transfer the credit, go to the curriculum on the course, to transfer the credit, to pay the money, to go to the cost of the project, to put the money into the curriculum; they will be recognized in the dean's office and the Department of Academic Affairs (Standard of Organization for Management of the Process of Academic Activities).

In order to prevent possible problems with university students, preventive actions are being taken. According to the quality management system implemented at the university, the input information for the analysis of nonconformity and the development of preventive actions are the results of internal audits, evaluation of educational activities, regulatory and regulatory government and industry documents, and customer satisfaction assessments.

Under the terms of the credit system of education, the difference in the curricula of transferred and reconstructed students is eliminated during the academic period or in the summer semester on a fee basis. The allowable difference in the curriculum of students is determined by the Rules of transfer and recovery of students by type of educational organization, approved by order of the Republic of Kazakhstan No. 638 of December 9, 2008 and the position of the QMS.

To prevent problems, the following information is concentrated and used:

- data on attendance (by discipline);
- data on the current monthly and intermediate certification in the semester (by discipline);
- data of final certification (by results).

The university management and the dean's office together with the faculty of the departments provide various advice to students who have academic debts or social problems.

At the meetings of the department and curatorial hours, reports on student attendance for each week, current monthly progress are discussed; intermediate certification results.

Available information on the placement of information on contingent formation is located on the website www.kazatu.kz.

For newly-enrolled and foreign students, the university holds introductory lectures on a schedule in a specific audience. According to the results of the introductory lectures, the teacher should have an idea about the specialty, credit technology, etc. V., Asilov B.U.). In addition, there is a reference book - a student's guidebook of KazATU, 2014.

There are no foreign students at the department, at the university foreign students, mainly from China and Afghanistan.

The department collaborates with the Center of the Bologna Process and Academic Mobility.

In accordance with the State Program for the Development of Education of the Republic of Kazakhstan for 2011-2020, the promotion of academic mobility of students, as one of the principles of the Bologna Declaration, is considered as the most important target indicator.

To improve the educational program, the university has agreements on mutual cooperation with other Kazakhstan and foreign universities. These are such universities as Kyrgyz State Agrarian University, Azerbaijan State Agrarian University, Novosibirsk State Agrarian University, and others. Agreements on joint educational programs are concluded, which allows organizing academic mobility of students. Dr. Phd, Professor of the Association of Logistics of Hungary, P. Lakatos came to the department to exchange experience and give lectures in the master's and bachelor's programs.

External academic mobility of students KATU them. S.Seifullin is implemented through the implementation of the following mechanisms (POVShAMO QMS 11010.98 - 2014 Regulations on the organization of external academic mobility of students at the S.Seifullin Kazakh Agrotechnical University):

- the study of individual disciplines or modules of educational programs at a partner university abroad;

- departure of students abroad for practical training in a partner university or other organization.

Financing of external academic mobility can be carried out by:

- funds of the budget programs of the MES RK;
- own funds KATU them. S.Seifullin;
- gratuitous sponsorship (grants) from business entities, international organizations and private foundations, other sources;

- funds of national and international funds to support and develop higher and postgraduate education;

- funds of the receiving party;

- funds of students.

Academic mobility at the university is implemented on the basis of the normative documents of the MES of the Republic of Kazakhstan on the internal academic mobility of students at the S. Seifullin Kazakh Agrotechnical University.

According to the schedule of work on the academic mobility of students at the department, the following work was done:

1 An explanatory work was conducted among students of all courses of the specialty 5B051100 "Marketing" on academic mobility.

2 A letter of invitation was developed (advertising specialty 5B051100-"Marketing") to attract students from other universities.

3 Academic mobility is aimed at expanding cooperation between universities, which gives students the opportunity to go to a partner university for a period of one semester to one academic year to study. To this end, the Department of the PR concluded contracts with 21 universities in Kazakhstan.

Table 19 - List of universities of the Republic of Kazakhstan with which cooperation agreements have been concluded

№	Name of the university
1	Kazakh National Agrarian University
2	Al-Farabi Kazakh National University
3	T.RyskulovNew Economic University
4	Almaty Technological University
5	Shakarim State University, Semey
6	M.Auezov South Kazakhstan State University
7	S.Toraigyrov Pavlodar State University
8	Zhangir Khan West Kazakhstan Agrarian Technical University
9	A.Baitursynov Kostanay State University
10	Sh. UalihanovnKokshetau State University.
11	"Eurasian Humanities Institute"
12	"Karaganda State Technical University"
13	S.Amanzholov East Kazakhstan State University.
14	K.I. SatpayevKazakh National Research Technical University.
15	Kh. Dosmukhamedov Atyrau State University.
16	Establishment "Almaty Academy of Economics and Statistics"
17	K.Zhubanov RSE on REU "Aktobe Regional State University.
18	D. Serikbaev East Kazakhstan State Technical University.
19	M.Dulatov Kostanay Engineering and Economic University
20	Korkyt Ata Kyzylorda State University.
21	International Education Corporation Kazakh Academy of Architecture and Civil Engineering

Among the students of the specialty 5B051100- "Marketing", this list of partner universities is distributed.

4 In order to streamline the work with the staff of partner universities, consultations

were held, including documentation on academic mobility. Collection of RPEs of all groups of the specialty 5B051100 - "Marketing" and their distribution to universities.

5 Adjustments were made to the summer semester catalog, at the moment the catalog is printed by typography. The catalog was posted on the university website (tuition, students, summer term catalog).

6 A database of students of the specialty 5B051100- "Marketing" was collected, wishing to leave for academic mobility in universities partners for the 1st semester of the 2018-2019 class. year.

Table 20 - Information on academic mobility OP 051100 - Marketing (Appendix 31)

№	2015-2016		2016 – 2017		2017 – 2018	
	int.	ext.	int.	ext.	int.	ext.
1	2	-	1	2	-	-
	Shagyrova L., Uzbekov I., 5B051100- Marketing, 3 course T.Ryskulov New Economic University		Mendybaeva Nargiza, 5B051100-Marketing, 3 course A. Baitursynov Kostanay State University	Marken Alimjan, Shaimer Sanjar, 5B051100- Marketing, 3- kurs, University of Missouri, USA		

The recognition process in the framework of academic mobility of students by the university is carried out according to the developed "Regulations on the organization of external academic mobility of students at the S.Seifullin Kazakh Agrotechnical University" (POVShAMO SMK 11010.98 - 2014) and "Regulations on the organization of internal academic mobility of students in the Kazakh Agrotechnical University S.Seifullin "(DID SMK 11010.100 - 2014).

The mechanism for recognizing the results of student mobility is carried out according to the ECTS type. The complexity of a Kazakhstani theoretical training loan, taking into account classroom studies and the student's independent work, is: 1 in a bachelor's program - 45 hours; 2 in profile magistracy - 60 hours; 3 in a scientific and pedagogical magistracy - 75 hours. To ensure external academic mobility of students and recognition of educational programs (all levels and forms of higher and postgraduate education) in the European educational space, Kazakhstan credits are credited to ECTS credits. Recalculation of loans of the Republic of Kazakhstan to ECTS loans and back is

carried out on the basis of conversion factors. One ECTS credit equals 30 academic hours. The total academic load, in addition to the classroom, includes the following types of student's independent educational work: 1 essay, essays, term papers (projects); 2 laboratory work; 3 preparation for various types of current, intermediate and final control; 4 collecting materials and writing a thesis (project), master's thesis. ECTS estimates the total workload of a school year at 60 credits (a student earns 30 credits per semester and 20 credits per semester.) The school year lasts 30 weeks, with an additional 6 weeks being allocated to the final control. The calculation of the labor intensity of the discipline of the educational program of the Republic of Kazakhstan in ECTS credits for bachelor degree is made on the basis of multiplying its labor intensity in credits by a conversion factor of 1.5 - 1.8, rounded to the whole, according to the established rules. The complexity of course projects (works) is included in the overall complexity of the discipline. For recalculation of disciplines expressed in ECTS credits into RK credits, a conversion factor of 0.5 - 0.6 is used, rounded to the whole, according to the established rules.

For the profile magistracy conversion factor is 2.2.

For the scientific and pedagogical magistracy, the conversion factor is 3. The recalculation of credits for other types of educational work is carried out using the following conversion factors: 1 practice: - study - in the range from 0.5 to 0.6; - pedagogical - in the range from 1.0 to 1.2; - production - in the range from 2.5 to 3; - research - in the range from 4.0 to 4.8; 2 research, experimental work of a student - from 4 to 4.8; 3 final certification of the student - from 3.2 to 4.5.

The final document confirming the student's learning according to the program of academic mobility is a transcript about training, which is completed in the state or Russian languages. Information about the program of study (code of discipline), name of the discipline, duration of study of the discipline (year, semester, trimester), grade for training (in the national scale and in the ECTS scale), number of RK credits awarded (ECTS) are entered into the transcript about training.

Registration for the summer semester of students from other universities is carried out under the program of academic mobility on the basis of an order of the university. The draft order is formed in the OAS with a student's personal statement, a receipt for payment of summer semester items and a cooperation agreement between universities.

Describe the flow of incoming and outgoing academic mobility. Provide statistics showing academic flows. Outbound mobility flow:

In the 2014-2015 academic year, in the 2 semester at the Bulgarian Agrarian University, Plovdiv (Uahitova Dilbar);

In the 2016-2017 academic year, in the 2 semester - at the University of Missouri, USA (Marken Alimjan, Shaimer Sanjar)

Inbound mobility flow:

In the 2014-2015 academic year in the New Economic University named after T.Ryskulov (Meruert Zhandaletova);

In the 2015-2016 academic year in the New Economic University named after T.Ryskulov (Shagyrova L., Uyabekov I.);

In the 2016-2017 academic year in Kostanay State University named after A. Baitursynov (Mendybaeva N.).

To ensure academic mobility, students study certain disciplines in other educational institutions, including abroad. In this case, the head of the organization of education determines the upper limit of the number of credits to study in other organizations. For the study of individual disciplines in the department, foreign and domestic educational organizations signed agreements on mutually beneficial cooperation in the field of academic mobility of students with universities in Kazakhstan and foreign universities. Total 6 contracts were concluded with Kazakhstan and 6 foreign (Russia, Poland, Czech Republic, Germany, Lithuania, Turkey) universities. The subject of these agreements is cooperation between partner universities to ensure the academic mobility of students, undergraduates and doctoral students in the field of science and education.

A coordinator of academic mobility of students (Shaimerdenova AK), who is engaged in monitoring, is appointed at the department. Training workshops have been held for the coordinators and consultations are held regularly.

The results are analyzed by the Center for the Development of International Cooperation and Multilingual Education.

The main disadvantages in the organization of academic mobility are:

- insufficient language competence for study in universities of far abroad;
- insufficient number of textbooks and teaching aids in a foreign language for multilingual groups;
- the lack of foreign students in the department;
- lack of opportunities for students to study in universities of foreign countries at their own expense;
- A lot of work on the synchronization of educational programs on the basis of prerequisites;

- the mechanisms of financing and mutual settlements between universities of Kazakhstan (especially, between universities having different status) and foreign ones have not been worked out;

- unwillingness of national universities to cooperate with regional on mobility issues;

The bases of educational-technological and industrial practices are such organizations as Kazagromarketing JSC, Astana-Line Service LLP, Torgai LLP and others.

Satisfaction of students with enterprises is assessed by questioning and interviewing students.

There are practice programs in the specialty of bachelor degree, which are developed in accordance with the state compulsory educational standard of the Republic of Kazakhstan. Professional practice (GOSO RK of August 23, 2012 No. 1080).

The process of distributing graduates is carried out by organizing and conducting a graduate fair - graduate students from all faculties with a view to their employment. The alumni fair is one of the new forms of communication, allowing to meet potential employers and graduate students with the aim of further mutually beneficial cooperation.

Graduates receive professional assistance when meeting with foreign guests, businessmen, marketers, entrepreneurs, employers at conferences, during round tables. Communication is carried out through mobile phones, e-mail, exchange of views, information.

The university has an Alumni Association, which provides sponsorship to low-income students and provides assistance in finding employment.

Methods of interaction with employers for the employment of graduates are:

1. Department recommendation

2. Directions on employment

3. Holding job fair graduates with employers.

4. Signing of tripartite agreements ("University of KazATU named after S.Seifullin", "Employer", "Future Specialist").

5. Work with an employment center.

In the process of certification, there was an interview of employers with graduate students, during which employers asked questions about the specialist's job characteristics, the characteristics of marketing specialists, the difficulties of analyzing the market, determining competition, determining pricing methods, business problems, and subject of diploma design.

As a result of the successfully completed educational program, the graduate of the bachelor's degree is awarded the academic degree "Bachelor of Economics and Business

in Marketing”, and the graduate of the Master’s degree in Master of Economic Sciences in Marketing according to the State Classifier of Higher and Postgraduate Education of the Republic of Kazakhstan.

An important factor in the professional activity of graduates is the monitoring of employment. The department constantly monitors the work of graduates, invites to meet with freshmen, helps in further professional growth through training in master's and doctoral studies.

The university has the following student collegiate bodies:

- 1 Committee on Youth Affairs (hereinafter referred to as CYM);
- 2 Alliance of Students of Kazakhstan (hereinafter referred to as ASC);
- 3 Youth wing of the party “Zhas Otan”;
- 4 Student Parliament;
- 5 Student Council;
- 6 Student Trade Union Committee;
- 7 Debate club “Amanat.
- 8.Spoken professional English Language Club at the Faculty of Agronomy.

Also, students of our university are members of the faculty council.

Student youth organization (KDM) and student government bodies (student deans) have existed since 2004.

The Council of Curators conducts its activities in accordance with the work plans of the faculty’s dean's office, annually approved by the vice-rector for educational work of the KATU. S.Seifullin. The effectiveness of the work of the Council of Curators is confirmed by the high achievements of students in almost all areas of activity, in the scale of the city, region and republic (competitions, disputes, competitions, etc.).

Repeatedly, students became participants in meetings with the President of the Republic of Kazakhstan and representatives of the NDP “Nur Otan” and “Zhas Otan”. A 4th year student Ospanova Asemgul, an excellent student and an active participant in the social life of the faculty, in 2016 became the owner of the Presidential Scholarship.

The following facts speak about the activity of students in public life: students of the specialty participated in the event "Nauryz". Among the students of the specialty is actively working on legal education and crime prevention. The purpose of this work is the formation of legal consciousness and moral qualities in accordance with the state program of legal reform and the construction of the rule of law, provided for by the Constitution of the Republic of Kazakhstan.

Analyzing the content of the work carried out in the specialty on social support, educational work of students we can draw the following conclusions:

By specialty, a harmonious administrative structure has been created, functionally responsible for educational work;

- a system for the formation of patriotic, spiritual and moral qualities of students; conditions for personal development and education of students; student government bodies are actively working.

In general, work with students meets the requirements of the Standard.

Conditions have been created for the development of self-awareness, the formation of the ethical principles of the individual, his moral qualities and attitudes consistent with the norms and traditions of society, for the formation and development of a system of spiritual and moral knowledge and values; implementation of knowledge related to the norms of morality and professional ethics in educational and social activities.

Measures are being taken aimed at family education, the decisive element of which is the transfer of socio-historical experience of emotional and rational relations between people with the priority of education of moral, spiritual and humanistic values. The focus is on the orientation of students towards universal and national values created on the basis of world and national culture, folk traditions and needs of the total Kazakh society (“Tugan tilim - tirligimniң ayakyy”; “Tәuelsizdik- tiregi”; “Immany bardybass bar”)

The master's and doctoral educational programs include theoretical studies, pedagogical and research practices, research work, intermediate and final attestations.

The dynamics of the development of RW students in recent years has an extraordinary character and is presented annually with significant fluctuations in their values. Total 139 students are trained in the specialty, of which 35% of students participate in R & D.

Student work is prepared annually at the in-house competition. Works are performed in Russian and state languages, research and abstract character.

The work of the scientific circle "Strategic Marketing" has been held since September 2012. Members of the circle are students of 1-4 courses of the specialty "Marketing".

Students of the department took part in the annual Republican contest of SRWS where the following results were obtained:

Learning department participated in competitions

May 15, 2018 Rural BREND team of S. Seifullin Kazakh Agrotechnical University with a research project on the theme “Application of high-tech ways to promote

agricultural products within the framework of the digitization of the agro-industrial complex of the Republic of Kazakhstan” composed of Omarov Bekarys, Kiyazov Eldosa, Nurmagambetov Amir, Salim Ismail, Ahmetov Bolat under the leadership of Ph.D., and Associate Professor of the Department “Marketing and Service” Karabasova Rasul Asylbekovich took the 2nd place in the International Correspondence Student Subject Olympiad in the field of “Marketing” on the topic “DIGITAL MARKETING” organized by the Kazakhstan Marketing Association.

Table 21 - Results of the Republican contest of SRWS

№	Theme of scientific work	Result	Full name	supervisor
1	Marketing activity enterprises	1 place	Мамбетали Дайана, 3 курс 5B051100-«Маркетинг»	Жолмуханова Айгуль Жахьяновна - к.э.н., ассоциированный профессор кафедры «Маркетинг и сервис»
2	Low budget methods of attracting customers from the Internet	2 place	Насип Абай, Мамбетали Дайана, Цой Артем, Коньков Кирилл, Ли Вероника, 3 курс, 5B051100-«Маркетинг»	Карабасов Расул Асылбекович - к.э.н., и.о. асоциированного профессора кафедры «Маркетинг и сервис»
3	HR technology audience expansion in the movie business	Letter of thanks	Abdrakhmanova Victoria, Bandyшева Daria, Ulaskhanova Adelia, Sharpfzyanova Olga, Egberber Daulet, 3 year 5B051100 "Marketing"	Karabasov Rasul Asylbekovich - Ph.D., Acting Associate Professor of Marketing and Service
4	Adapted smart door system in Astana	Letter of thanks	Omarov Bibarys, 3 course, 5B051100 "Marketing"	Mutalliapova Shynar Eleusizovna - Ph.D., associate professor of

				the department "Marketing and Service"
5	Formation of a service system in a competitive environment on the example of "Agogieshpisa"	Letter of thanks	Omarov Bibarys, 3 course, 5B051100 "Marketing"	Usenova Zhanar Abdukadyrovna - senior lecturer of the department "Marketing and service"

The university has a mechanism for monitoring student satisfaction with university activities. There is a system of student support services. Systematic work is being carried out with respect to creating the most favorable conditions for the quality provision of educational services and social support for students, creating the necessary conditions for their personal development and upbringing.

During the school year, the needs, requests, and interests of students and teachers are regularly studied through sociological surveys and questionnaires to identify public opinion. In order to determine the level of satisfaction of the educational and social needs of students, attitudes towards the educational process and the chosen specialty, the socio-cultural environment and the psychological atmosphere in the university team, the problem of upbringing and areas of educational work, the student's satisfaction with the educational process is conducted.

To improve the educational process and identify the professional level of the faculty, namely, determining the average rating of a high-quality and responsible approach to conducting classes, a survey is conducted "The teacher through the eyes of students".

The survey questionnaires are designed to determine students' satisfaction with the quality of teaching in each studied discipline of each semester of the school year and the adoption of proposals for improving the educational process. So, for example, following the results of the 2nd half of the 2017-2018 school year, the analysis of the results of the survey of students was carried out. The students assessed the quality and level of teaching of disciplines of about 500 teachers. About 6000 students (undergraduates and undergraduates) took part in the survey.

Students were asked the following questions:

- the quality level of lecturing;
- organization of the educational process in the discipline as a whole; quality of practical (laboratory) classes; the level of professional qualifications of the teacher; the

level of objectivity of the control of knowledge in the discipline; the level of organization of independent work on the discipline; cases of failure of classes due to the fault of the teacher;

- The use of modern learning technologies (interactive methods, multimedia tools, handouts, educational games, cases, etc.);

Monitoring of students' satisfaction with the activities of the university as a whole and with individual services is an anonymous questioning at all points of the provision of educational services (first of all, the competence of teaching staff is taken into account), the quality of teaching ED, etc. is also taken into account. Student surveys are held once a year, after the completion of the study load. The results of the survey are reviewed at a meeting of the department and appropriate measures are taken to eliminate the deficiencies or promote faculty.

The department has developed a "Model of the graduate specialty", as well as the curriculum of the specialty is based on the compliance of the State Educational Standard with the conditions of special and vocational training. The department is preparing future specialists in the specialty 5B051100- Marketing in two educational programs: 1. Marketing in the branches 2. Marketing of industrial enterprises; 6M051100- Marketing in two educational programs: 1) Marketing in the AIC. 2) Marketing national economy; in the specialty doctoral 6D051100- Marketing for one educational program: Marketing.

The department developed a plan for the development of the curriculum, the main purpose of which is to develop the qualifications of future specialists, create prerequisites for individual research activities, training to work with scientific and technical information, the ability to systematize and disseminate the information received.

Gifted students are identified by conducting competitions, contests, and the results of academic performance for the semester.

When recruiting students for academic groups in the specialty 5B051100- "Marketing" with the Russian and Kazakh language of instruction, the opinion of each graduate was taken into account, as well as at the department starting from the 2015-2016 academic year in the specialty 6M051100-Marketing in the multilingual curriculum. At the beginning of the year, with the help of a commission created from teachers of the department of foreign languages, English tests were conducted and undergraduates in a multilingual group were selected.

For gifted students, "Presidential" and other nominal scholarships are provided, for example, "Presidential" in the specialty 5B051100 - "Marketing" was received by 4th year student Ospanova Assemgul in the 2016-2017 academic year. Within the framework of

academic mobility, gifted students have the opportunity to replenish knowledge in other universities of our country and foreign educational institutions. Every year, gifted students participate in Republican Olympiads in their specialties, at faculty competitions of research works. On the support programs for gifted students inform through the curators of the groups and via e-mail.

The university hosts an annual contest "Best", in the following nominations: "Patriot of the Year", "Volunteer of the Year", "Student-Head of Studio (Club)", "Organizer of the Year", "Headman of the Year", "Athlete of the Year", "Assistant of the Year", "Discovery of the Year", "First Year Student", "Student of the Year", "Group of the Year", "Creative Potential", "Talent of the Year", "Designer of the Year", "Lead of the Year", "KVNSchik of the Year", "Vocalist of the Year", "Toolkit of the Year", "Actor of the Year", "Journalist of the Year". Winners are awarded with diplomas and cash prizes, the size and type of promotion at the university is determined in accordance with the order of the Chairman of the Board of S. Seifullin KATU.

The final control (intermediate certification) is carried out in the form of an exam or a differentiated test. The forms of examinations are blank, computer-based testing (including in the AIS "Platonus"), as well as oral and written interviews of students. The final decision on the examination in oral or written form is taken by the University UMC on the basis of a reasoned presentation of the department or faculty during the first month from the beginning of the academic period.

Итоговая оценка студента по дисциплине выставляется по сумме баллов, заработанных студентом на всех видах текущего и рубежного контроля, за выполнение заданий CPC и на экзамене.

The final grade of a student in a discipline is set by the amount of points earned by a student on all types of current and mid-term control, for the performance of CPC tasks and on the exam.

The final result, which characterizes the level of mastery of the student of the discipline, is reflected in the examination sheet in accordance with the estimates of the BRS, the four-point system of knowledge assessment, the scale of letter equivalents of assessment.

The final marks of students in the studied disciplines are entered into the electronic journal of control assessments.

The final level of academic performance of students in the chosen specialty for the year is estimated as the average score (GPA), which is calculated by the formula:

)

where I_1, I_2, \dots, I_n is the final digital equivalent in points by disciplines;

K_1, K_2, \dots, K_n is the volume of the studied discipline in credits;

n is the number of disciplines studied during the year.

The final state attestation is the final stage of the students' educational program and is conducted in accordance with the Rules established by the central executive body of the Republic of Kazakhstan in the field of education.

On the website www.kazatu.kz. For the student, complete information is given, each student can track his progress, follow the scores on the day of receiving the mark through the AIS Platonus, in the base of which each student has his login and password.

Thus, students of the EP "Marketing" have all the conditions for obtaining deep theoretical knowledge and practical skills in all disciplines of the EP and acquiring a high general intellectual level of development for the formation of competitiveness of graduates in the labor market. Strengthen weaknesses by organizing language courses with a foreign language speaker, debugging the mechanism of academic mobility of students and increasing the number of funded research in the department.

8 FACULTY

The teaching staff is the main resource to support the mission of the University. In this regard, much attention is paid to the selection and training of personnel.

Formation and implementation of personnel policy is based on the following principles:

- democratic approach to the management of faculty and staff of the University;
- the combination of the interests of the management team and the managed subsystem;
- management availability;
- parity;
- creation of conditions and atmosphere of initiative and creativity;
- promotion of PTS activities;
- personal improvement of personnel.

This approach corresponds to modern trends in the field of human resources and is based on the formation and strengthening of "human capital" in the transition to a knowledge society. The personnel policy is implemented in accordance with the main priorities of the University strategy (Annex 32).

In S. Seifullin KATU personnel policy is carried out in accordance with the main priorities of the development Strategy "KATU-2025" and is aimed at the effective use of human resources.

Selection and placement of teaching staff is carried out rationally, taking into account the position of compliance of basic education and academic degree of the specialty or discipline. Recruitment is carried out on the basis of an analysis of the needs of educational programs, the results of which announced a competition for vacant positions. For this purpose, a system of recruitment of teachers and staff in accordance with the approved MES "rules of competitive substitution of vacant positions "has been developed and approved, which include the following:

- motivation of employees to quality work, their involvement in the process of continuous improvement of the quality of activity;
- a guarantee of improvement of qualification, as an obligatory condition of high quality and concerned activities;

- restriction of admission to teaching positions of persons without academic degrees and titles;

- termination of contracts with teachers who do not conduct scientific work and do not have specific results for a long time.

The need for training is determined on the basis of:

- applications of heads of departments for professional development;

- analysis of the results of the work of S. Seifullin KATU.

Monitoring is carried out by the Center of quality management and accreditation by electronic questioning of the teaching staff of the University and students. Ensuring the monitoring of the activities of the PPP is determined on the basis of its rating, mutual attendance of classes, open lessons, etc.

Professional development and training of PTS is regularly carried out once in 5 years in accordance with the plan.

The main purpose of training and internships is the formation and consolidation in practice of professional knowledge and skills obtained as a result of theoretical training. All teachers of the Department in different years from 2013 to 2018 passed refresher courses. Directions of professional development: profile (specialty) and pedagogical, as well as participation in master classes, seminars of leading professors of the Republic of Kazakhstan in the specialty.

Labor and Executive discipline at a good level, thanks to the rational organization, proper control and verification of the implementation of the PTS planned work. Thanks to the stability of the faculty specialty, long-term teamwork in the team created a healthy moral and psychological climate.

Confirmation of the level of competence of teachers is the effectiveness and quality of teaching, evaluated at the University through open training sessions, mutual visits of classes, as well as conducting a survey "Teacher through the eyes of the student."

The results of these activities serve as the basis for the extension of employment contracts PTS, promotion, and participation in the annual national competition "the Best teacher of the University."

Conducting open classes, the implementation of mutual teachers allows the University administration to systematically assess the quality of teaching disciplines. The departments are involved in peer-reviewed journals.

Annually the staff participates in cultural and sports events: open day, career fair, school lecturers, dedication to students etc. Also the staff actively participate in annually

held in the University sports contests "Cheerfulness and health" in such sports as: football, volleyball, skiing, chess, tennis etc.

Table 22-SWOT-analysis of the standard "Teaching staff and effectiveness of teaching»

S (strength) – strengths (potentially positive internal factors)	W (weakness) – weaknesses (potentially negative internal factors)
High scientific potential	Insufficient academic mobility of teaching staff on EP " Marketing»
O (opportunity) – opportunities (potentially positive externalities)	T (threat) – threats (potentially negative externalities)
Involvement of foreign partners in the training of specialists in EP specialty "Marketing" both in bachelor's and master's degree	Reduction of educational grants for the training of teaching staff through the line of training of masters and doctors of PhD.
Further establishment of partnerships with universities of near and far abroad	

Specialized profile EP 5B051100/6M051100 / 6D051100 – Marketing contains the following self-assessment of compliance: criteria EP has a strong position-3, satisfactory-7, suggests improvement-2.

Conclusions: from the analysis of the evaluation criteria of the standard "Teaching staff and teaching efficiency" in the EP specialty "Marketing" it was revealed that the faculty of the specialty is constantly working to improve the educational and methodological support of the educational process in the basic and core disciplines. The work is carried out at the invitation of leading teachers from other universities and foreign teachers, the exchange of experience allowed to solve professional problems in the preparation of modern, competitive specialists, identified priority areas in research and scientific activities.

Qualification of the teaching staff of the Department is fundamental to the quality of educational services and is provided by a systematic assessment of the competence of teachers by the University administration.

Assessment of the competence of teachers to establish compliance with the PTS position is carried out by passing all staff members and part-time certification, according to the regulations on the certification of employees in JSC " S.Seifullin KATU " on the basis of the requirements Of the law "on education" and in accordance with the rules of competitive substitution of positions of faculty and researchers of higher educational

institutions, approved by the government Of the Republic of Kazakhstan dated 17.02.2012 № 230. The result of certification can be either leaving the employee in the same position, or a recommendation for promotion or termination on the initiative of the employer. Confirmation of the level of competence of teachers is the effectiveness and quality of teaching, evaluated at the University through open training sessions, mutual visits of classes, as well as conducting a survey "Teacher through the eyes of the student." The results of these activities serve as the basis for the extension of employment contracts, promotion, participation in the annual national competition "the Best teacher of the University" ("Regulations on the procedure for the internal stage of selection of teachers of S. Seifullin KATU to participate in the contest "the Best teacher of the University"). At the Department Marketing and Service there are three lecturers who have the state grant "Best University teacher": Rustembayev B. E. Professor, K. K. Abuov and associate Professor Kaskataev N. M. who made a great contribution to the development of the Department and the implementation of educational programs in the specialty "Marketing".

Conducting open classes, the implementation of mutual visits by teachers allows the University administration to systematically assess the quality of teaching disciplines. All teachers of the specialty conduct classes using interactive methods (slides, videos, it business games). So in Appendix 10 shows the scenario of the open system studies using ITK.

The Department maintains a journal of mutual visits. Analysis of open and working classes on the results of mutual visits shows that the educational process at the Department is based on interactive forms of training.

Systematic assessment of the teacher's competence is held annually at the end of the academic year according to the rating, also according to the schedule of the faculty conducts open lessons, where all interested teachers of the Department and faculty can attend. In addition, a survey of the teacher is conducted through the eyes of the student, where the student evaluates the teacher on a point system.

Information about the activities of the teaching staff is available on the website of the University in the form of personal pages. In addition, the University operates an automated system "PLATONUS", through which access to information about student performance.

Pedagogical load of the faculty of specialty is carried out on the basis of SES RK 5.03.015-2009 "Educational work and pedagogical load. Fundamentals.» On the basis of this standard, the University developed a Regulation on the norms of time of the teaching staff of the University for 2014-2015, 2015-2016, 2017-2018 academic years:

Accounting for the volume of work performed by full-time teachers, as well as teachers' remuneration is based on the actual time spent, but not more than the standards established by the academic Council of the University. The volume of teaching load is 630 hours for the academic year, up to 2015-2016 academic year -800 hours. The average teaching load of the teaching staff of the Department for 2014-2015 academic year was 800 hours, from 2016-2017, 2017-2018, 2018-2019 the average teaching load is 630 hours.

In the 2013-2014 academic year, the educational process in the specialty "Marketing" served 24 full – time teachers, 11 of them-teachers with academic degrees and titles, the percentage of degree was 45.8%. Staffing of the teaching staff with full-time teachers–100%.

In 2014-2015, 2014-2015 academic years, the educational process of the specialty "Marketing", including students of all courses, served 24 full – time teachers, 16 of them-teachers with academic degrees and titles, the percentage of degree was 45.8%.

In 2015-2016, 2016-2017 academic years the educational process of OP "Marketing" was carried out by 23 full-time teachers, 10 of whom are teachers with academic degrees and titles, the degree was 47.8%.

Personnel potential in the current 2017-2018 academic year is 21 full-time teachers, including 3 doctors of economic Sciences, 9 candidates and 5 masters of economic Sciences. The share of degree is 50.0%.

Quantitative and qualitative analysis of the human resources potential of the staff of the Department "Marketing and service" shows that the policy of human resources management corresponds to the development strategy of KATU and the specifics of the EP.

Head of the Department plans the need for staff and the need for its preparation. Planning for the need for and use of staff is carried out by analyzing data on possible changes in the activities of the organization, as well as on the basis of applications for the selection and recruitment of employees from heads of departments, in connection with the expansion of staff or the movement of a specialist.

In 2017-2018 the teachers of the Department "Marketing and service" have passed training courses: Rustembayev B.E. – China, Xinjiang state University, 2018; Daripbayeva S.J. – the Belarusian state economic University; Kaskataev N. M. Karabasov R.A., Chupova A.B., Bolat, A.D., Mukhtarov J.E. - feasibility studies and project management in Almaty. (Annex 33).

The management of the University provides targeted training of young teachers on the basis of targeted grants allocated for training in master's and doctoral studies, as well as

internships in the countries of near and far abroad. Training under the program of the state program "Bolashak" was held Karybekova K.E., Sametova R.M. in Montreux (Switzerland). (Annex 34)

The results of scientific research of teachers are reflected in scientific articles, presentations at conferences at various levels, table 23.

Table 23 - results of R & d of PPS OP "Marketing" for the last 5 years

Types of publication	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
In international scientific journals, TomsonReuters, Scopus	3	3	3	4	4
High-rating magazines (RSCI, etc.)	4	2	2	4	24
Magazines, recom. KKSON	4	2	2	4	18
Magazines near and far abroad	8	4	4	14	12
International conference	7	3	7	15	12
Monographs	-	-	-	-	2
Tutorials	1	1	2	3	5
Total:	27	15	20	43	83

Mechanisms to stimulate the professional and personal development of faculty are reflected in the Collective Agreement, and in the Regulation on the remuneration of employees of JSC " S. Seifullin KATU" and the Regulations on the procedure for awarding a diploma and a letter of appreciation from the university. The above documents guarantee the social protection of employees of JSC "KATU them. S. Seifullin.

In 2015-2017 a research project was carried out within the framework of grant financing of the MES of the Republic of Kazakhstan on the topic "Justification of efficient logistics systems for the development of food belts in the cities of Northern Kazakhstan", scientific advisor, Ph.D., Professor B.Y. Rustembayev.

Within the framework of the project "Post-privatization support for agricultural production" (PPSH 2) through the World Bank and the Ministry of Agriculture of the Republic of Kazakhstan, N. Kaskataev participates as a national consultant for the implementation of this project in regions of Kazakhstan.

Under the guidance of Professor B.Y. Rustembayev worked on the program 007 "Applied research in the field of standardization with RSE "Kazakhstan Institute of standardization and certification" on the topic: "Research on improving the effectiveness of the system of management of subjects of agro-based implementation of the principles of economic management."

From 2015 to 2017 Ph. D., acting Assoc. Professor R. Karabasov was the executor in the project "development of recommendations for the creation of conditions necessary to attract highly qualified specialists in agriculture of Kazakhstan (on the materials of Akmola region)", and in 2017 he worked in the joint project of UNDP of Kazakhstan and the Government of Kazakhstan on "Sustainable development of aquaculture and modern trends in fisheries". Professor of the Central Committee of the Central Committee of the Komsomol of Kazakhstan, Turgay, Taldy-Kurgan, Almaty regional Committee of the Komsomol, Almaty city Committee of the Frunze district Committee of the Komsomol. Was awarded with the certificate of the Central Committee of "Golden Kolos" for active public and scientific work. Certificates of party and Soviet bodies, ministries and departments of the Republic of Kazakhstan, universities. Diploma of the Republican political party "Nur Otan", a commemorative medal "100 years of academician Barayev».

For achievements in the field of science of the Republic of Kazakhstan was awarded the badge "FOR MERITS IN DEVELOPMENT of SCIENCE of the Republic of KAZAKHSTAN" MES RK, in 2011 won the State grant "the Best teacher of the University".

He has the Honorary title "Honored worker of science and education of RAE" (03.06.2013). Awarded "LABOREETSCIENTIA"(Labor and knowledge) (04.06.2013). Awarded the badge "Honorary worker of education of the Republic of Kazakhstan "(2016), is an " Honorary citizen of Zhualy district of Zhambyl region" (2016).

Professor Abuov K.K. has the following awards and honorary titles:

1. "Excellence in education of RK" - 1997
2. "For contribution to the development of science in Kazakhstan", 2006
3. "Honored worker of education of Kazakhstan", 2008
4. Diploma of the Parliament of Kazakhstan, Ministry of agriculture, 2010
5. The best teacher of the University in 2012, 2013.

Associate Professor Kaskataev N.M. has the following awards:

Certificate-holder of the state grant "the Best teacher of the University" in 2007

- "Best presentation" PRO 100-Genius

- Certificate of Honor - S.Seifullin Kazakh Agro Technical University, 55th Anniversary, 2012
- Diploma - for scientifically based report and active participation in the international conference, 2013.
- Certificate of Merit - Ministry of Agriculture of the Republic of Kazakhstan, 2017.

Professional development and scientific training of teaching staff correspond to the goals of the EP and have a significant impact on its development through the introduction of best practices and techniques in conducting classes, as well as improving language skills in conducting classes in the multilingual group of the specialty of master's and doctoral studies.

To improve the quality of teaching, ensure a close relationship with the production of the University as teachers of practice, doctors and candidates of Sciences, specialists in relevant industries are invited.

The Department is constantly working to improve the educational and methodological support of the educational process in the basic and core disciplines. The work is carried out at the invitation of leading teachers from other universities and foreign teachers, the exchange of experience allows to solve professional problems in the preparation of modern, competitive specialists, to identify priority areas in research and scientific activities.

An important factor is the harmonization of the content of the EP with the educational programs of leading Kazakh and foreign universities.

Teachers and scientists from other countries are involved in the work of the Department for seminars, master classes.

The staff of the Department participates in various international seminars and scientific conferences.

Teachers of the Department use the information support of the international educational network EdNet.

To improve the educational program at the University there are agreements on mutual cooperation with other Kazakh and foreign universities. These are universities such as Kyrgyz state agrarian University, Azerbaijan state agrarian University, Novosibirsk state agrarian University, etc.. Agreements on joint educational programs are concluded, which allows organizing academic mobility of students. For exchange of experience and lectures in the master's and bachelor's degree at the Department came doctor Phd, Professor of Logistics Association of VNR R. Lakatosh.

9 EDUCATIONAL RESOURCES AND STUDENT SUPPORT SYSTEMS

S. Seifullin KATU has the material and technical base providing carrying out all types of practical training and research work of the trained provided by EP. To achieve the goals of the EP at the University formed a learning environment for students, undergraduates and doctoral students, which is provided according to the standard management of material and technical support.

Students of the specialty have free access to information on readable disciplines. In the personal office of the student has a curriculum, which is taught. At the Department students are given CED, which gives a brief description of the disciplines of the component of choice. If students have any questions, they can contact the group adviser at any time, who will give a detailed explanation.

The heads of the management of material and technical supply process are Deputy Chairman of the Board of financial Affairs and infrastructure development Sydykov, Deputy Chairman of the Board of financial Affairs and infrastructure development - chief engineer V. V. Vitvitsky planning of material and technical supply begins with the collection of applications from all departments of the University, until November 1. Consideration of applications of departments is made at the University administration, the final list and the volume of acquisition of the necessary material values is agreed with the heads of departments. Planning and economic Department forms a plan of public procurement and calculates the funds for their purchase. After coordination with all departments, the University-wide need for material and technical support of the University is completed, a public procurement plan is drawn up, which is approved by the Chairman of the Board of S. Seifullin KATU..

Analysis of material and technical supply is carried out quarterly (if necessary – monthly) and at the end of the year, by comparing the actual data with the public procurement plan. These analyses are provided to the Deputy Chairman of the Board for infrastructure development. Twice a year, a report is submitted (for half a year and a year) to the Ministry of Finance to the public procurement Committee.

At the meeting of the Department at the end of the school year, the analysis of available OP resources (classrooms, laboratories, computers, necessary equipment, educational materials) and on the basis of the analysis of the publication plan of training manuals, apply for public procurement, it is planned to recruit students for the first year.

The Department of marketing and service has an educational and material base that provides training in accordance with the requirements of state educational standards, which includes 10 classrooms, including 5 computer classes. Classrooms and other educational and laboratory facilities are equipped with appropriate furniture, necessary household equipment.

In S. Seifullin Kazakh Agro Technical University social support services for students are created and operate: student government (student Parliament, KDM, ask, student Council), school curators, medical center and medical center, sports, cultural and recreational facilities, student service points.

The medical center provides students with first aid in case of sudden diseases, injuries and acute poisoning; directs patients to medical specialists of the city polyclinic, providing assistance to students; analyzes the incidence, including long-term and often ill students. Together with the administration of the University and SES organizes and conducts annual preventive medical examinations of students; conducts sanitary and educational work among students to promote a healthy lifestyle; together with non-governmental organizations organizes work to involve students in the ranks of donors.

The medical center carries out a complex of medical and preventive measures aimed at improving the health of students; is engaged in the design of health corners in dormitories and academic buildings; organizes and conducts sanitary and educational work (lectures, conversations) among students; organizes and conducts interviews with students settling in the dormitories of all faculties (home hygiene).

On the website, applicants can find information about the professional activities of graduates of all specialties of the University, which provides assistance in professional orientation. For more information, please contact the admissions office.

To implement the EP Department is provided with all the necessary technical means of training (table 24, 25).

Table 24 - analysis of EP technical means of training for 3 years

№	The name of the equipment	Number		
		2016	2017	2018
1	PC	45	68	78
2	Laptop	1	1	2
3	Multimedia projector	1	2	2
4	Interactive projector	-	3	3

Projectors are placed in classrooms. A local network has been created. Computer classes are provided with access to the Internet and the local network of the University. There is open WI-FI zone.

Table 25-provision of OP with technical means of training

№ of classrooms	Equipment	
	Computer	Video projector
706a		+
403	+	-
406	+	-
406a	+	-
408	+	-
403a	+	-
401	-	+

All classrooms are certified, provided with fire extinguishing means. For students and staff are primary and repeated safety instruction when working in computer classes, the passage of instruction is recorded in a special journal. In computer classes regularly monitors the status of communications and equipment. All rooms have natural and artificial lighting.

The dissertations performed by undergraduates are checked for plagiarism. According to the results of the examination, a document is issued, a copy of which is stored at the Department.

Free Wi-Fi is available in academic buildings and student dormitories.

Conclusions: thus, within the framework of the standard "Resources available EP", to provide EP in the specialty "Marketing" at the University there are services that work to meet the educational, personal and career needs of students: hostel, canteens, medical center, gyms, computer centers, libraries, etc.

Material, library and information resources used for the organization of the learning process are sufficient and meet the requirements of the implemented educational program, harmonized with international. Availability of the Fund of educational, methodical and scientific literature on General education, basic and major disciplines of the compulsory cycle and professional programs in paper and electronic media in Russian (table 26):

Table 26 - availability of Fund of educational, methodical and scientific literature on EP " Marketing»

	Total
The library fund used in the educational process (copy), the current fund	1 101 412
Textbooks, ind.	641 668
Scientific literature, ind.	269 806
Educational and methodical, ind.	189 938
Of them on electronic media, ind.	1 942
Educational literature, ind .:	641 668
General education	110 356
Basic	143 021
Profiling	388 291
Educational and methodical literature, ind .:	189 938
General education	51 592
Basic	55 342
Profiling	83 004
Scientific literature, ind.:	269 806
General education	77 459
Basic	80 484
Profiling	111 863
Of these, electronic media, ind .:	1 942
General education	295
Basic	613
Profiling	1034

The Department has an electronic database of standards of Kazakhstan, which is available to faculty and students of the Department.

The staff of the Department for the specialty "Marketing" contribute to the successful functioning of the educational program in accordance with the national priorities of development and strategy of the University.

The educational process at the Department is carried out on the basis of innovative technologies of training (business games, virtual tables, computer programs), Informatization and computerization of the whole process of training, application of new concepts in the field of education and science, improving the traditional teaching methods, the creation and constant replenishment of e-learning products. Staff of the Department spends 85% of their classes with the use of technical means of education.

During the reporting period, teachers serving the specialty, developed in accordance with "on the preparation, examination and publication of educational literature in KATU. S. Seifullin" So, 2014-2018 employees of the Department developed and published 136 scientific and educational publications, including 1 monograph, 1 textbook, 26 educational (methodical) textbooks, electronic textbooks, training programs. For students enrolled in the program of multilingual education, Training manual in English was developed in the disciplines of "Marketing", "Quality and competitiveness". All published materials undergo certain stages of review and internal examination in accordance with the standard of the organization for the preparation, examination and publication of educational literature in S. Seifullin KATU.

Scientists of the Department Rustembayev B. E., Kaskataev N. M., K. K. Abuov give a review of the scientific reports, recommendations, thesis colleagues from neighboring countries.

Regular examination of the results of research projects by state and foreign scientists (annual interim and final reports, monographs), graduation theses, master's and doctoral theses on plagiarism.

Any important information about international events is actively used for the successful inclusion of scientists and specialists studying at the Department in the international scientific community. They are carried out in accordance with the Rules of e-mailing about international programs for teachers and students of S. Seifullin KATU. Also, at the Department in electronic form in the repository of electronic document there are all job descriptions necessary for the management of the EP, which can be found by any interested person.

The University has a reading room for 350 seats, a subscription, a hall of electronic resources for 45 computers connected to the Internet. During the reporting period, free access of students and teachers to national and foreign databases was provided.

These teachers, using their practical experience, implement them in the educational process in the form of business games, situational tasks, thereby improving the assimilation of the program and develop the skills of the future marketer.

The training area used in the training process of bachelors, undergraduates, PhD of doctoral candidates of the specialty, fully complies with sanitary and fire regulations, the regulatory indicators established by the SES RK 5.03.009-2006 "Educational and material assets of higher education institutions".

The conclusion of the SES and the fire service are available.

By the beginning of the 2017-2018 academic year, all dormitories have been renovated, conditions for creative and versatile development of students have been provided; construction has been completed and a student dormitory for 800 students has been put into operation. Providing students with a hostel has reached 85%. The organization of the University security system has been fully completed, 9 security posts have been created, 18 turnstiles and 520 CCTV cameras have been installed.

Pedagogical load of the faculty of specialty is carried out on the basis of SES RK 5.03.015-2009 "Educational work and pedagogical load. Fundamentals.» On the basis of this standard, the University developed a Regulation on the norms of time of the teaching staff of the University for 2014-2015, 2015-2016, 2017-2018 academic years. EP specialty "Marketing" allows you to take into account the needs of different groups of students in the context of EP (adults, workers, foreign students, as well as students with disabilities).

The educational process of part-time higher education is implemented in the University by shortened educational programs with an accelerated period of training. The average period of study is 2.5-3 years, in contrast to the standard full-time bachelor degree lasting 4 years.

Thus, educational resources and student support systems for the training of specialists in the Department of "Marketing and service" are fully consistent with international standards create the opportunity to prepare qualified graduates.

Table 27-SWOT analysis under " Educational resources and student support systems»

S (strength) – strengths (potentially positive internal factors)	W (weakness – - weaknesses (potentially negative internal factors)
A high level of security of information resources	
Availability of an extensive scientific library that meets the needs of teachers, students and scientists of the University	
Availability of resources of the scientific library, specialized classrooms, social facilities of the University	
O (opportunity) – opportunities (potentially positive externalities)	T (threat) – threats (potentially negative external factors)

Improvement of the library and information and communication system of the University integrated into the world information space	
Development of system of planning of development of the resource base of the University	

Special profile EP 5B051100/6M051100/6D051100 marketing includes the following self-assessment compliance criteria has satisfactory op – 6, suggests improvement - 3.

10 PUBLIC INFORMATION

To inform the public about the educational program 5B051100-Marketing and the expected learning outcomes, the university uses the official website. The official website of the university is located at www.kazatu.kz. has three versions in the Kazakh, Russian, English languages. Here you can get information about the history of the university, missions, see the Strategic Plan for the development of the university, the Quality Policy, science, university life, information for the entrant, information about collegiate bodies, structural divisions and faculties, teachers, university competitions, international projects, academic programs of mobility, information to the farmer. In addition to the official website, the university publishes articles in periodicals for information to the public, distributes booklets and information materials, and organizes presentations in large enterprises in Akmola and Kostanay regions. Also, a plan of vocational guidance work of the department, university is drawn up annually and social networks of S. Seifullin KATU are widely used. Information about the teaching procedures used, the evaluation criteria, as well as the percentage of student achievement is freely available. Materials about graduates and their employment opportunities are posted on the university's website, and are also tracked with the support of the Alumni Association of S. Seifullin KATU and the Career Center. The developed EP projects are posted on the university website for the awareness of all stakeholders. In addition, brief information about the EP is placed in career guidance sheets, on the stands of the department, in career guidance articles of leading teachers, in the media.

To inform the public about the activities of S. Seifullin KazATU, conditions and features of the implementation of EP 5B051100 “Marketing”, 6M051100 “Marketing”, 6D051100 “Marketing”, use the corresponding links on the official website of the university. This mechanism allows The management of the EP to demonstrate the transparency, accessibility, openness and involvement of all stakeholders in the implementation of the EP.

Figures __ show access to information for students, parents, teaching staff, employers and other stakeholders on the programs implemented:

- 5B051100 Marketing;
- 6M051100 "Marketing";
- 6D051100 "Marketing".

On the university’s website, the press center posts up-to-date, up-to-date information about upcoming events, conferences and other events held by Saken Seifullin Kazakh Agrotechnical University.

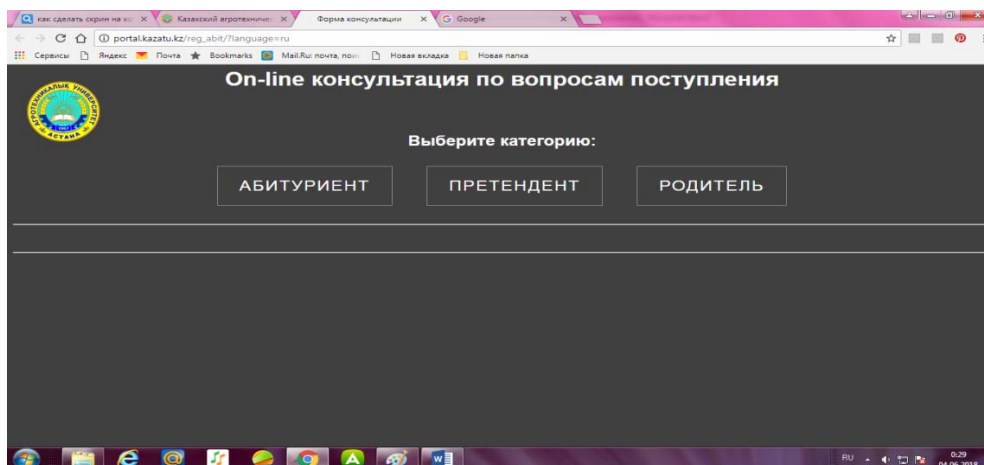


Figure 4. Availability of information on implemented EPs for stakeholders

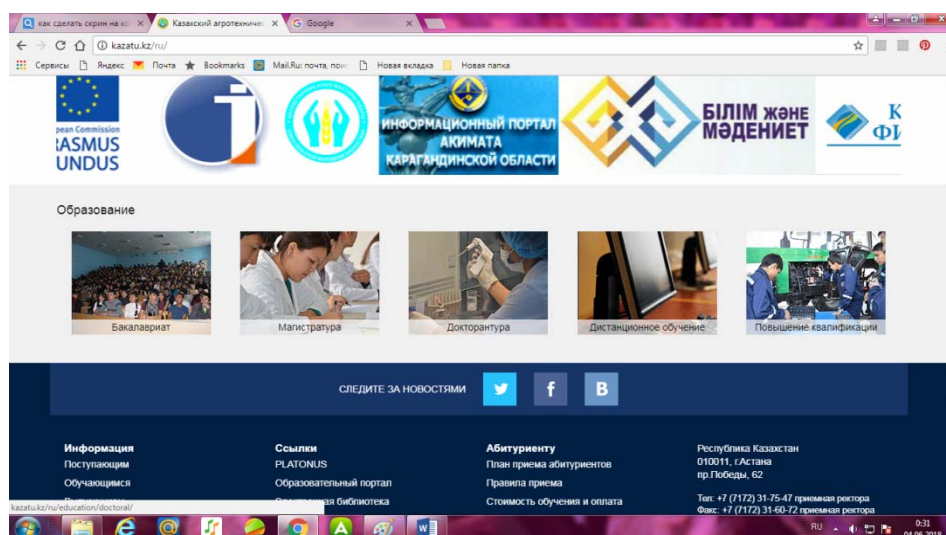


Figure 5. Availability of information on implemented EPs at all levels of training

The most interesting events are covered on the pages of the university edition. The university has been publishing the newspaper “Menin Universitetym” for 45 years. The publication highlights the bands of student achievements in science, study, sports. “Menin Universitetym” tries to cover the life of the university comprehensively, not forgetting that it is here, at the university, that the intellectual potential of society is being created. The university newspaper is created by the press center employees: proofreaders, designers, layout makers and, of course, our freelance correspondents: students, teachers and employees.

The site has complete and accessible information for students. For example, in the “Learning process” section, you can familiarize yourself with the Guidebook for students

and undergraduates, with information about practice and employment, to have constant access to the Catalog of elective disciplines, syllabuses, academic calendar and class schedule. The Committee on Youth Affairs has its own separate section, where it posts regularly updated information about its activities. Also on the site has a section and a scientific library, with the placement of Internet resources, students in this section can familiarize themselves with the rules of visiting the library itself. The section "International cooperation" provides full information on the activities of the university in this area.

In particular, in the section "Accreditation" you can find detailed information about the past procedures of external evaluation of the university. In S.Seifullin Kazakh Agro Technical University in February 2014, the Independent Agency for Accreditation and Rating (IAAR) conducted a procedure for institutional and specialized accreditation. In May of this year, the accreditation council of the accreditation body of the university was awarded certificates for institutional accreditation and 18 educational programs for a period of 5 years. The site has confirming certificates of institutional accreditation (http://kazatu.kz/assets/i/img/ser_market_mag.jpg).

The portal contains the blog of the rector, providing communication with both students and teaching staff. There is a catalog of EMM and electronic documents. Provided complete information about the educational achievements of each student. Subsystems of intersessional testing and questioning of students, a system of distance learning, e-mail between departments of the university, a message board, etc. function.

Within the framework of the EP, a program for the training of bachelors is implemented: 5B051100-Marketing, which includes 129 credits;

The Master EP of "Marketing" (1 year of study) in the specialty 6M051100 - Marketing is designed on the basis of a modular system for studying disciplines and contains 6 modules that form general cultural, special language and professional competencies.

Educational program for postgraduates

“Marketing” (2 years of study) is formed on the basis of a modular system for studying disciplines and contains 8 modules that form general cultural, special language and professional competences.

The educational program 6D051100 - “Marketing” is coordinated with the Dublin descriptors and the European qualifications framework and consists of 2 modules that form the required and professional competencies.

Full objective information on the web resource is presented on the specifics of EP 5B051100 - Marketing, including personal pages of teaching staff; rector's blog;

information on cooperation with partners (scientific organizations implementing similar EPs and employers), etc. The work on maintaining the rector's blog is carried out in accordance with the regulation of the blog of the Chairman of the Board of S. Seifullin KATU PFBP QMS 11010.109-2015.

After successfully completing the curriculum, passing the state attestation, defending a graduation project or thesis in the specialty 5B051100 Marketing, the graduate is awarded the qualification of a bachelor of economics and business science in the specialty 5B051100 "Marketing". Information is placed on the educational portal of the university.

To inform all stakeholders, the university's website contains an approved EP development plan, draft discipline work plans, academic calendars and lists of elective disciplines. The library has catalogs of elective disciplines. The following informational windows are available for students on the portal: a schedule of calls, a session, a list of electronic resources, an academic rating. All information is available.

Transparency of assessment is carried out using the electronic journal PLATONUS. The university has created an informational learning environment "Platonus", which includes technological support for students.

On the University's website, the press center posts up-to-date, up-to-date information about upcoming conferences, holidays and other events and events. To access the wireless Internet, you must: - enable 10.0.0.1 and port 3128 in the browser settings; email address - kazatu1957@mail.ru

The information product oriented towards the recruitment includes a set of measures for the organization of professional activity and its information support: the placement of the information board in the fixed schools of the Akmola region and in the schools of Astana. Among the image actions aimed at forming a positive public opinion and reputation of the university and teaching staff of the department:

- participation of teaching staff of the Marketing Department as a jury in the work of the Republican Conference of Seifullin Readings -14;
- cultural events, sports events and achievements of the university, scientific and international activities and their media coverage, etc.

Professional development, retraining, internship of faculty and staff of the department (certificates, reports, etc.);

- Formation of state-public education management system (Plans, materials for implementation, development materials, report, etc.)

The university is represented on social networks Facebook, Instagram, Odnoklassniki, V kontakte, Twitter, You Tube, where information is announced.

Scientific publications of the teaching staff are discussed on information platforms Research Gate, G-Global.

In order to take into account the interests of employers, potential employers took an active part in the development of the educational program in the development of the Catalog of elective disciplines, such companies as Baiterek-Zhaiyk LLP, represented by Project Manager Zh. K. Taibasarov, Marketing Director “SportMediaCentralAsia” A.N. Lutsko, Ismagulov K., Director of the network of restaurants of “Three Princesses” LLP, Head of the Information Support and Development Department of the AIC of “KazAgroMarketing” JSC, Head of Sales Department of “Canam-Group” LLP Suleimenova K.T.

All information on the website of the university in Kazakh, Russian and English, for the public and all stakeholders meets the requirements for it.

The university has a student newspaper, “Menin Universitetym”, which has traditionally been published since April 6, 1967 and reflects the student life of the university.

The university’s website contains financial statements and an audit report, as well as the consolidated financial statements of the university for 2016 with an independent auditor’s audit report. Information is open and accessible to each user of the site <http://kazatu.kz/>.

As part of 59 educational programs, trilingual education has been introduced. The university has a social website where all information on the activities of the university as a whole and separately by specialties is posted. The site has a blog of the rector, where students and staff can write complaints and suggestions. In addition, Platonus has been introduced at the university, where students create their individual curricula and can track their academic achievements. In addition, in the personal account of each student there is a questionnaire where they can give an assessment to teachers conducting disciplines. Access to the system is free with a personal password for everyone. Each teacher, including university managers, has a personal page on the university website, where their achievements and contact details are described. Also, in the AIS – Staff system, each teacher fills in personal information, indicates his or her achievements, changes in the field of activity, uploads supporting information.



Figure 6. Certificates of institutional accreditation of EP "Marketing"

In the section “Financial statements” there are separate financial statements, as well as consolidated financial statements for 2012-2016. (<http://kazatu.kz/ru/ob-universitete/finansovaya-otchetnost/>).

For stakeholders of EP "Marketing", in particular for students on the university's website, there is access to information about the teaching staff of the EP as a whole, as well as in terms of personalities.

Following the link: <http://kazatu.kz/ru/obrazovanie/fakulteti/ekonomicheskii-fakultet/kafedra-marketinga-i-servisa/stranici-pps-kafedri-marketinga-i-servisa/> interested person can view information about each PPP Department, implementing the OP "Marketing", in accordance with Figures 7.

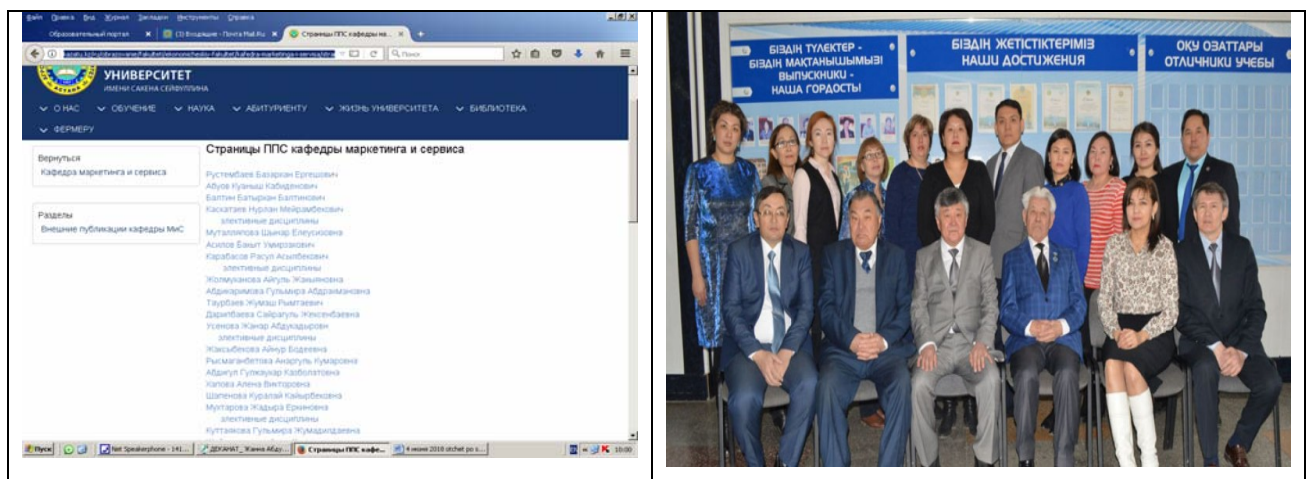


Figure 7. Availability of information about the teaching staff of the EP in the context of personalities.

In general, the university demonstrates the availability and presence of objective and adequate information on the implementation of the accredited EP to the public.

The organization of educational activities on educational programs 5B051100- "Marketing", 6M051100- "Marketing", 6D051100- "Marketing" is carried out in

accordance with the requirements of training highly qualified personnel in the field of organizing marketing activities of economic entities on the basis of legal acts of the Ministry of Education and Science of the Republic of Kazakhstan .

Table 28-SWOT Analysis for the Public Information Section

S (strength) – (potentially positive internal factors)	W (weakness) – (potentially negative internal factors)
High level of information resources supply	There is a certain lack of modern equipment (not all audiences have interactive boards).
Existence of an extensive scientific library that meets the needs of teachers, students and university scientists	
Availability of resources of the scientific library, specialized classrooms, social facilities of the university	
Guide of EP systematically informs the general public about the EP through www.kazatu.kz , career guidance, publication in the republican, regional and city media and social networks, participation in television programs, etc.	
O (opportunity) – favorable opportunities (potentially positive external factors)	T (threat) – (potentially negative external factors)
Improving the library and information-communication system of the university, integrated into the global information space	Reducing the level of awareness of students, parents, employers and other stakeholders on the EP

Specialized profile of EP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of compliance: according to the criteria of the EP has a strong position - 5, satisfactory - 7, suggests improvement - 1.

11 STANDARD IN A SECTION OF VARIOUS SPECIALTIES FIELDS

The organization of educational activities on educational programs 5B051100- "Marketing", 6M051100- "Marketing", 6D051100- "Marketing" is carried out in accordance with the requirements of training highly qualified personnel in the field of organizing marketing activities of economic entities on the basis of legal acts of the Ministry of Education and Science of the Republic of Kazakhstan .

The content of specialists training at various levels is associated with the following indicators: duration (duration of training), the ratio of theoretical and practical training, the ratio of the composition and volume of the general scientific, general professional and special training, the type of organization of the educational process.

EPs are focused on the implementation of a competence-based approach to learning in accordance with the Dublin descriptors and are aimed at developing the professional and social competencies of students.

The development plan and aims of the EP in the specialty “Marketing” are developed in accordance with the national development priorities defined in the strategy “Kazakhstan - 2050”: maximum satisfaction of the current and future needs of the national economy for specialists. In drawing up the development plan for EP, the opinions of stakeholders of those companies that produce goods with a wide range of products in modern market relations and constantly use marketing research tools when selling their products are taken into account. In order to take into account the interests of employers, potential employers took an active part in the development of the educational program in the development of the Catalog of elective disciplines, such companies as Baiterek-Zhaiyk LLP, represented by Project Manager Zh. K. Taibasarov, Marketing Director “SportMediaCentralAsia” A.N. Lutsko, Ismagulov K., Director of the network of restaurants of “Three Princesses” LLP, Head of the Information Support and Development Department of the AIC of JSC “KazAgroMarketing”, Head of Sales Department of “Canam-Group” LLP Suleimenova K.T.

The current state of training in the framework of the EP "Marketing" is supported by the active use of information and communication technologies (ICT), the annual updating of the subjects of diploma and master's works, as well as the introduction of new elective disciplines with the recommendations of employers.

Thus, the assessment of the effectiveness of the specifics of the educational program is carried out in terms of the availability of components that shape the personal development of students, their creative abilities and special competencies. This criterion is implemented through the introduction of innovative learning technologies into the educational process and through the participation of students in regional and international scientific conferences. Development of interactive teaching methods with the use of multimedia equipment is relevant in the educational and methodical activities of the teaching staff of the specialty program "Marketing". Presentation of training courses with the use of interactive whiteboards, multimedia projectors, etc. is practiced. The introduction of new learning systems has led to a change in the methodological approaches to the organization of classroom and extracurricular classes. The forms of conducting lectures with the use of a complex of modern teaching aids are being improved, which makes it possible to increase the intensity of the presentation of the material and to increase the activity of students.

The department maintains relationships with other universities. So for the internship postgraduate specialty went to universities in Novosibirsk, Belarus, Omsk, Bishkek, Moscow.

In addition, the employment of our graduates is also provided during the annual job fair held directly at the S. Seifullin KATU, where the percentage of employment reaches 50%.

In general, the reviewed standard for accreditation of the specialty "Marketing" showed that the activity of the department in accordance with the criteria for accreditation of the specialty has the following positive indicators:

- the university has a clearly defined and clear mission, implemented in accordance with national and regional priorities, clearly defining the purpose and strategy of its development;
- mission, aims and objectives are carried out within the framework of certain development priorities, for which appropriate financial, human and material resources are allocated to ensure implementation in the changing external socio-economic environment;
- high demand for university graduates;
- the possibility of training specialists in state grants;
- high-quality provision of educational services;
- a favorable psychological atmosphere in the team and relationships with postgraduates;
- experience of innovation;

- the introduction of credit technology training and its improvement;
- introduction into the educational process of the automated system "Plato";
- the presence of an internal system of quality control of education, a system of current, intermediate and final control of knowledge, rating assessment of the professional level of teaching staff, a survey of employers;
- availability of facilities (specialized classrooms and interactive classrooms, literature, computer classrooms) corresponding to the qualification requirements for all specialties being prepared at the university.

Table 29- SWOT-analysis for the section “Standard in the context of individual specialties 5B051100, 6M051100 and 6D051100 - Marketing”

S (strength) – (potentially positive internal factors)	W (weakness) – (potentially negative internal factors)
<p>Compliance with the content of educational programs of SES, modern requirements of science and consumers, as well as their regular updating, due to the constant changes in the requirements for the competence of the graduate, the processes of globalization and economic integration;</p> <ul style="list-style-type: none"> - Combination in educational programs of theoretical and practical training, independent work, as well as the presence of compulsory and elective disciplines, including components for preparation for professional activities, the development of intellectual skills, creative abilities and the personality of the learner. - raising the level of employers' satisfaction with the quality of educational services provided by the university. - The university has a clearly defined and clear mission, implemented in accordance with national and regional priorities, clearly defining the purpose and strategy of its development. 	<p>There are not enough state educational grants for the PhD doctors training in the specialty 6D051100 “Marketing”.</p>
<p>High demand for graduates of the specialty.</p>	

High-quality provision of educational services.	Low academic mobility of students and teaching staff
Availability of facilities (specialized classrooms and interactive classrooms, literature, computer classrooms) corresponding to the qualification requirements for all specialties being prepared at the university.	
O (opportunity) – favorable opportunities (potentially positive external factors)	T (threat) – (potentially negative external factors)
Formation of practical skills of students taking into account the real needs of employers. The ability of educational programs to bring training to a new quality, including the international level. Cooperation of agricultural universities of the republic and neighboring countries in the training of specialists, exchange of experience in improving the effectiveness of the implementation of educational programs.	An insufficient amount of targeted training of specialists at the expense of funds of economic entities, with the provision of practical training and subsequent employment.

Specialized profile of EP 5B051100 / 6M051100 / 6D051100 - Marketing contains the following self-assessment of conformity: according to the criteria the EP has satisfactory –5.

Results of the implementation of the recommendation of the external expert committee on previous accreditation EP

According to the standard "Management of the educational program" recommendation: Study and systematize the experience of universities in the design of modular educational programs and identify ways to improve them at the university.

According to the educational programs 5B051100 / 6M051100 Marketing was studied by experience in providing methodological support for the leading universities of Kazakhstan: Al-Farabi KazNU – in bachelor and master’s specialty "Marketing". And also on the basis of the university data, experience in designing modular educational programs of the specialties in question and their directions were considered, they were taken into account when drawing up the MEP for Marketing specialties, taking into account ongoing modernization processes in the national system of higher and postgraduate education.

According to the standard “Educational Program Management” recommendation: In order to increase the effectiveness of customer feedback, involve graduating departments and dean's offices in the process of analyzing the results of the survey and developing corrective and preventive measures.

According to the standard "Educational program management" recommendation: streamline the procedure for placing teaching materials on disciplines (teaching materials, syllabuses, presentations, electronic textbooks, etc.) in electronic content to ensure full and structured access for students to them.

For placement of EML materials in the AIS "Platonus" the following options are performed:

The teacher, under his login and password, enters the AIS “Platonus” and opens the “EMC” section.

There is a list of the disciplines taught by them.

The right discipline is chosen.

EMC of discipline is added by clicking the “Add” icon.

According to educational programs 5B051100 / 6M051100 Marketing, all EML materials are placed in the AIS “Platonus” used by students in the learning process. At the beginning of each academic year after the distribution of the academic load, each teacher

ensures the placement of EML materials in electronic content to ensure full and structured access for students to them.

According to the standard "Specificity of the educational program" recommendation: to involve teachers of specialized language departments in the teaching of professionally oriented foreign language.

For educational programs 5B051100 / 6M051100 Marketing classes in a professional oriented language, classes are conducted by both teachers of the department of foreign languages and teachers of the department "Marketing and Service."

According to the standard "Teaching staff and the effectiveness of teaching" recommendation: to involve scientists of the Faculty of Economics in agricultural, technical and other areas, including the work of the research center on the economic problems of agricultural development.

Associate Professor Kaskataev N.M. participated in the development of the project of the VT&AH department for growing virus-free seed potatoes using the Closed Water Plant for fish farming, as well as in the development of a project for the Development and implementation of a new breeding indicator in beef cattle breeding. Karabasov R.A. was a performer in the research group of S. Seifullin KATU from the teaching staff of the Department of Hunting and Fisheries in a joint project on the theme "Sustainable development of aquaculture and modern trends in fisheries" in the framework of the United Nations Development Program and the Government of the Republic of Kazakhstan "Providing support to the Government of the Republic of Kazakhstan in implementing the Concept of transition to a green economy and institutionalization of the Green Bridge Partnership Program. Karabasov R.A. held 3 regional workshops under this project in Petropavlovsk, Almaty and Atyrau May-September 2017. He also conducted seminars on the topic "Management and Marketing in Fisheries" in the framework of the training course on fish farming in closed water supply installations on January 15-19, 2018 on the basis of the Fisheries Research Center of "S. Seifullin KazATU" JSC, Astana (Appendix 10). In addition, the faculty actively involved doctoral students and postgraduates to carry out research projects carried out in the departments.

According to the standard "Teaching staff and the effectiveness of teaching" recommendation: to strengthen the work on improving the skills of teaching staff in the field of current economic research and the scope of innovative methods and forms of education in accordance with the objectives of educational programs.

In the period from 2016 to 2017, the following courses of advanced training were attended by teachers of the department "Marketing and Service": Kaskataev N.M.,

Karabasov R.A., Khapova A.V., Mukhtarova Zh.E., Bolat A.D. passed the course of improvement at Al-Farabi Kazakh National University on the topic "Marketing Analysis and Strategic Decision" from November 1 to November 15, 2017. Mutallipova Sh.E., Abdikariova G.A., Shapenova K.K., Kuttayakova G.Zh. in "International Universal Commodity Exchange" "Bereket" JSC on the topic "Fundamentals of stock trading" in May 2017. Mukhtarova Zh.E. took English language courses in 2016 at S. Seifullin KATU.

According to the standard "Students" recommendation: To organize within the framework of the university site a discussion by employers on the topics of master's theses, diploma theses and projects, to put into practice placing a summary of graduates on the site.

For the purpose of employment of graduates in our university by order of the Chairman of the Board No. 367-N of July 3, 2015, the Career and Business Center was created. The main tasks of the C&BC are:

- improving the competitiveness and mobility of graduates of S. Seifullin KATU on the labor market;
- increase in business activity of students and graduates of S. Seifullin KATU;
- Assistance in the organization of educational, industrial, pedagogical, pre-diploma, research practices and internships for students of S. Seifullin KATU;
- organization of activity on the formation of contractual relations with institutions of various legal forms of ownership in order to expand the scope of social partnership;
- organization of events with the participation of potential employers - meetings, job fairs, seminars, company presentations, etc .;
- Assistance to graduates of S. Seifullin KATU in building career growth plans and their promotion;
- information and analytical work on the labor market, including monitoring work and organization of sociological surveys;
- the creation of a bank of vacancies and offers to ensure the employment of graduates from S. Seifullin KATU;
- conducting job fairs, collecting and analyzing information on the employment of graduates in all levels of training;
- Annual update of the graduates database;
- organization of presentations for graduates by various enterprises and firms with the aim of attracting to work;
- creation and maintenance of a portal with a summary of graduates and employers vacancies;

- analysis of statistical data on employment and the development of measures to improve indicators.

In order to ensure the employment of university graduates, the Career and Business Center provides for the collection and placement of graduates' resumes on the gojob.kz website.

At the moment, the university is changing the interface of the site, in which it is planned to create a heading "Topics of diploma theses and dissertations" in order to ensure transparency and adequacy.

When developing the topics of master's theses, diploma theses, the opinions of employers are constantly taken into account, as often the supervisors of theses are representatives of employers, based on their opinions, when discussing MEPs in the economic cluster, each year the topics are updated that form the development of personal competencies and the development of students' entrepreneurial skills. At the same time, such enterprises as "M-Profi", "KazAgroMarketing", "Leader", "Rodina" and others, which actually offer a number of options for master's and diploma theses to form professional competencies, act as employers.

In the Department of Marketing and Service, "Torgai" LLP and "Astana Line Service" LLP were additionally engaged as employers in developing MEPs for the specialty Marketing (Appendix 16).

According to the standard "Students" recommendation: to consider the possibility of professional certification of students in the field of specialization and current areas of the labor market.

For educational programs 5B051100 / 6M051100 Marketing during the internship by students of the specialty "Marketing" enterprises plan to issue certificates on the successful completion of this practice, giving the right to students in the future to get a job in professional areas. In this area for 2017, contracts have been concluded with sixty enterprises on the practical training of students in the specialty "Marketing" (Appendix 17).

According to the standard "Resources Available to Educational Programs" recommendation: To issue specialized classrooms with information and reference stands, relevant and thematic materials in accordance with the aims of educational programs and promising areas of the economy of the Republic of Kazakhstan.

Every year, the graduating departments put funds into the public procurement plan to expand the facilities. During the reporting period, the economic cluster was provided with 7891486 million tenge for the purchase of equipment and materials.

According to the educational programs 5B051100 / 6M051100 Marketing the department “Marketing and Service” has two classrooms No.1107 and No.1103, which are decorated with the relevant information and reference stands, relevant and thematic materials relating to the directions of marketing in modern market relations.

According to the standard in the context of individual specialties, the recommendation: to provide for the possibility of developing personal competencies and developing entrepreneurial skills of students aimed at creating their own business. To generate personal competencies and develop entrepreneurial skills of students aimed at creating their own business according to educational programs 5B051100 / 6M051100 The opinions of employers were taken into account, on the basis of which the disciplines that form the development of personal competences and development of entrepreneurial skills of students. At the same time, such enterprises as “M-Profi”, “KazAgroMarketing” and others act as employers and others that actually offer a number of options for integrating disciplines into MOPs for the formation of professional competencies as marketers. One of the offered disciplines are: Practical marketing, Branding for the specialty “Marketing” and Engineering services, Consulting services for the specialty “Socio-cultural service”. In the Department of Marketing and Service, Torgai LLP and Astana Line Service LLP were additionally engaged as employers in developing MEPs for the specialty Marketing (Appendix 16).

The conclusion of the self-assessment committee

No.	No.	Evaluation criteria	Position of the organization position of educational organization			
			Strong	Satisfactory	Suppose improvement	Unsatisfactory
Standard1 "Management of the educational program"						
1	1.	The university must have a published quality assurance policy.		+		
2	2.	The quality assurance policy should reflect the link between research, teaching and learning.		+		
3	3.	The university should demonstrate the development of a culture of quality assurance, including in the context of the EP		+		
4	4.	Commitment to quality assurance should relate to any activity performed by contractors and partners (outsourcing), including the implementation of joint-double-diploma education and academic mobility Commitment to quality assurance should relate to any activity performed by contractors and partners (outsourcing), including the implementation of joint-double-diploma education and academic mobility			+	
5	5.	The EP's management ensures the transparency of the development plan of the EP on the basis of analysis and its functioning, the real positioning of the university and the focus of its activities on meeting the needs of the state, employers, stakeholders and students.		+		
6	6.	The management of EP demonstrates the functioning of the mechanisms for the formation and regular		+		

		review of the development plan of the educational program and monitoring its implementation, assessing the achievement of educational aims, meeting the needs of students, employers and society, making decisions aimed at continuous improvement of the educational program.				
7	7.	The management of EP must involve representatives of groups of stakeholders, including the number of employers, students and teaching staff to the formation of the development plan of EP.	+			
8	8.	The management of EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with the national development priorities and development strategies of the organization of education	+			
9	9.	The university should demonstrate a clear definition of those responsible for business processes in the framework of the EP, the unambiguous distribution of official duties of staff, the delineation of the functions of collegial bodies.	+			
10	10.	The management of EP must provide evidence of transparency of the EP management system.			+	
11	11.	The management of EP must demonstrate the successful functioning of the internal quality system of the EP, including its design, management and monitoring, and their improvement based on facts.		+		
12	12.	The management of EP must implement risk management.		+		
13	13.	The management of EP should ensure the participation of representatives of stakeholders (employers, teaching staff, students) in the collegial governing bodies of the EP, as well as their representativeness in deciding on the management of the EP		+		

14	14.	The university should demonstrate the management of innovations in the framework of the EP, including the analysis and implementation of innovative proposals.			+	
15	15.	The management of EP must demonstrate evidence of openness and accessibility for students, teaching staff, employers and other stakeholders.		+		
16	16.	The management of EP must be trained in educational management programs		+		
17	17.	The management of EP should strive to ensure that the progress made since the last external quality assurance procedure was taken into account when preparing for the next procedure.		+		
		Total according to the standard	3	11	3	
Standard 2 "Information Management and Reporting"						
18	1.	The university should ensure the functioning of the system for collecting, analyzing and managing information based on the use of state-of the art information and communication technologies and software.		+		
19	2.	The management of the EP should demonstrate the systematic use of the processing, adequate information to improve the internal quality assurance system		+		
20	3.	Within the EP, there should be a regular reporting system reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of the department and the departments of scientific research.	+			
21	4.	The university should establish the frequency, forms and methods of evaluating the management of EP, the activities of collegial bodies and structural subdivisions of the top management of the implementation of research projects.	+			

22	5.	The university should demonstrate the definition of order and ensure the protection of information, including the definition of responsible persons for the accuracy and timeliness of information analysis and data presentation.			+	
23	6.	An important factor is the involvement of students, teachers and staff in the process of collecting and analyzing information, as well as making decisions based on them.			+	
24	7.	The management of the EP must demonstrate the presence of a communication mechanism with students, employees and other stakeholders, including the existence of conflict resolution mechanisms.			+	
25	8.	The university should provide a measure of the degree of satisfaction of the needs of teaching staff, personnel and students in the EP and demonstrate the evidence to eliminate the identified deficiencies		+		
26	9.	The university should evaluate the effectiveness and efficiency of the activity, including in the context of the EP		+		
		Information collected and analyzed by the university should take into account:				
27	10.	key performance indicators;	+			
28	11.	the dynamics of the number of students in the context of forms and types;	+			
29.	12.	level of academic performance, student achievement and deduction;	+			
30.	13.	Students' satisfaction with the implementation of the EP and the quality of university education;	+			
31.	14.	availability of educational resources and support systems for students;	+			
32.	15.	Employment and Career Growth of Graduates			+	
33.	16.	Students, personnel and teaching staff must			+	

		document their consent to the processing of personal data				
34.	17.	The management of the EP should contribute to providing all the necessary information in the relevant fields of science.	+			
		Total according to the standard	8	4	5	
Standard 3 "Development and approval of the EP"						
35	1.	The university should define and document the procedures for the development of EPs and their approval at the institutional level.	+			
36	2.	The management of the EP must ensure that the developed EPs meet the established aims, including the expected learning outcomes.		+		
37	3.	The management of the EP should ensure the availability of developed models of graduate of EP, describing learning outcomes and personal qualities	+			
38	4.	The management of the EP must demonstrate the conduct of external examinations of the EP		+		
39	5.	Qualifications obtained at the end of the EP should be clearly defined, explained and correspond to a certain level of the NSC.		+		
40	6.	The management of the EP must determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
41	7.	An important factor is the possibility of preparing students for professional certification.			+	
42	8.	The management of the EP must provide evidence of the participation of students, faculty and other stakeholders in the development of EP, ensuring their quality.	+			
43	9.	The complexity of the EP should be clearly defined in Kazakhstan credits and ECTS.	+			
44	10.	The management of the EP must provide the content of academic disciplines and learning outcomes to the			+	

		level of education (bachelor, master, doctoral).				
45	11.	The structure of the EP should provide for various types of activities corresponding to the learning outcomes.		+		
46	12.	An important factor is the presence of joint EPs with foreign educational organizations.			+	
Total according to the standard			4	5	3	
Standard 4 "Continuous monitoring and periodic evaluation of educational programs"						
47	1.	The university should monitor and periodically evaluate the EP in order to achieve the aim and meet the needs of students and society. The outcomes of these processes are aimed at continuous improvement of the EP.		+		
		Monitoring and periodic evaluation of the EP should consider:				
48	2.	The content of programs in the light of the latest achievements of science in a particular discipline to ensure the relevance of the taught discipline;	+			
49	3.	Changes in the needs of society and the professional environment;	+			
50	4.	Workload, performance and graduation of students;	+			
51	5.	the effectiveness of student assessment procedures;	+			
52	6	Expectations, needs and satisfaction of students with training in EP.		+		
53	7.	Educational environment and support services and their compliance with the objectives of the EP.		+		
54	8.	The university and The management of the EP must provide evidence of the participation of students, employers and other stakeholders in the revision of the EP.		+		
55	9.	All stakeholders should be informed of any planned or taken actions in relation to the EP. All changes made to the EP should be published.		+		

56	10.	The management of the EP must provide a review of the content and structure of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of society.		+		
Total according to the standard			4	6		
Standard 5 "Student-centered learning, teaching and assessment of progress"						
57	1.	The management of the EP must ensure respect and attention to the various groups of students and their needs, providing them with flexible learning paths.		+		
58	2.	The management of the EP should ensure the use of various forms and methods of teaching and learning.		+		
59	3.	An important factor is the availability of own research in the field of teaching methods of academic disciplines of the EP.			+	
60	4.	The management of the EP must demonstrate the presence of a feedback system on the use of various teaching methods and evaluation of learning outcomes.		+		
61	5.	The management of the EP must demonstrate support for the autonomy of students with simultaneous guidance and assistance from the teacher.		+		
62	6.	The management of the EP must demonstrate the existence of a procedure for responding to student complaints.	+			
63	7.	The university should ensure the consistency, transparency and objectivity of the mechanism for evaluating the results of training for each EP, including the appeal.		+		
64	8.	The university should ensure the conformity of the evaluation procedures for students with special education programs to the planned learning outcomes and the aims of the program. Criteria and assessment		+		

		methods in the framework of the EP should be published in advance.				
65	9.	In the university, mechanisms should be defined to ensure that each graduate of the EP master the learning outcomes and ensure the completeness of their formation.	+			
66	10.	Assessors should possess modern methods of assessing learning outcomes and regularly improve their skills in this area.			+	
Total according to the standard			2	6	2	
Standard 6 "Students"						
67	1.	The university should demonstrate the policy of forming a number of students from admission to graduation and ensure the transparency of its procedures. The procedures governing the life cycle of students (from admission to completion) must be defined, approved, published.	+			
68	2.	The management of the EP must demonstrate the implementation of special programs for the adaptation and support of new and foreign students.			+	
69	3.	The university must demonstrate the compliance of its operation with the Lisbon Recognition Convention.	+			
70	4.	The university should collaborate with other educational organizations and national centers of the European Network of National Information: Centers for Academic Recognition and Mobility / National Academic Recognition Information Centers ENIC / NARIC with the aim of ensuring comparable recognition of qualifications.		+		
71	5.	The management of the EP must demonstrate the presence and application of a mechanism to recognize the results of academic mobility of students, as well as the results of additional, formal		+		

		and non-formal education.				
72	6.	The university should provide an opportunity for external and internal mobility of students of EP, as well as assist them in obtaining external grants for training.			+	
73	7.	The management of the EP should make the maximum amount of efforts to provide students with practical training places, to facilitate the employment of graduates, and to maintain communication with them.		+		
74	8.	The university should provide graduates of EP with documents confirming their qualifications, including the achieved learning outcomes, as well as the context, content and status of education received and evidence of its completion.		+		
75	9.	An important factor is the monitoring of the employment and professional activity of graduates of EP.	+			
76	10.	The management of EP should actively encourage students to self-education and development outside the main program (extracurricular activities)		+		
77	11.	An important factor is the existence of a valid association / union of graduates	+			
78	12.	An important factor is the availability of a support mechanism for gifted students.		+		
Total according to the standard			4	6	2	
Standard 7 "Teaching staff"						
79	1.	The university should have an objective and transparent personnel policy, including hiring, professional growth and staff development, ensuring the professional competence of the entire state.	+			
80	2.	The university should demonstrate the compliance of the staff potential of faculty with the development strategy of the university and the specifics of the EP.		+		

81	3.	The management of the EP must demonstrate an awareness of responsibility for its employees and ensuring for them favorable working conditions.		+		
82	4.	The management of the EP must demonstrate a change in the role of the teacher in connection with the transition to student-centered learning.		+		
83	5.	The university should determine the contribution of teaching staff to the implementation of the university's development strategy, and other strategic documents.		+		
84	6.	The university should provide opportunities for career growth and professional development of teaching staff of EP.	+			
85	7.	The management of the EP should involve practitioners of relevant industries in teaching.	+			
86	8.	The management of the EP should provide targeted actions for the development of young teachers.		+		
87	9.	The university should demonstrate the motivation of professional and personal development of EP teachers, including the promotion of both the integration of science and education, and the use of innovative teaching methods.		+		
88	10.	An important factor is the active use of information and communication technologies in the educational process (for example, on-line learning, e-portfolio, MEP, etc.).			+	
89	11.	An important factor is the development of academic mobility in the framework of the EP, attracting the best foreign and domestic teachers.			+	
90	12.	An important factor is the involvement of the teaching staff in the community (the role of teaching staff in the education system, in the development of science, the region, creating a cultural environment, participation in exhibitions, creative competitions,		+		

		charity programs, etc.).				
		Total according to the standard	3	7	2	
Standard 8 "Learning resources and student support systems"						
91	1.	The management of the EP must demonstrate the adequacy of material and technical resources and infrastructure.		+		
92	2.	The management of the EP should demonstrate the presence of procedures for supporting various groups of students, including information and counseling.		+		
		The management of the EP must demonstrate compliance of information resources with the specifics of the EP, including compliance with:				
93	3.	Technological support for students and teaching staff in accordance with EP (for example, online training, modeling, databases, data analysis programs);			+	
94	4.	Library resources, including the fund of educational, methodical and scientific literature on general educational, basic and major disciplines on paper and electronic media, periodicals, access from scientific databases:		+		
95	5.	Examination of the outcomes of research, final works, theses on plagiarism;			+	
96	6.	The functioning of Wi-Fi on the territory of the organization of education		+		
97	7	The university should strive to ensure that the training equipment and software used for the development of EP, were similar to those used in their respective industries.			+	
98	8.	The university should ensure compliance with safety requirements in the learning process.		+		
99	9.	The university should strive to take into account the needs of various groups of students in the context of EP (adults, personnel, foreign students, and students with disabilities)		+		

Total according to the standard				6	3	
Standard 9 "Public Information "						
		The information published by the university within the framework of the EP should be accurate, objective, relevant and should include:				
100	1.	implemented programs, indicating the expected learning outcomes	+			
101	2.	information on the possibility of assigning qualifications at the end of the EP;	+			
102	3.	information on teaching, learning, assessment procedures;		+		
103	4.	information on passing points and training opportunities provided to students;	+			
104	5.	Information on graduates' employment opportunities.		+		
105	6.	The management of the EP should use a variety of ways to disseminate information (including the media, web resources, information networks, etc.) to inform the general public and interested parties.		+		
106	7.	Public information should provide support and clarification of the country's national development programs and the system of higher and postgraduate education.	+			
107	8.	The university should publish audited financial statements on its own web resource.		+		
108	9.	The university should demonstrate the information on the web resource describing the university as a whole and in the context of the EP.	+			
109	10.	An important factor is the availability of adequate and objective information about the teaching staff of the EP, in the context of personnel.		+		
110	11.	An important factor is public information about cooperation and collaboration with partners in EP, including with scientific / consulting organizations, business partners, social partners and educational			+	

		organizations				
111	12.	The university should post information and links to external resources on the results of external assessment procedures.		+		
112	13.	An important factor is the participation of the university and released EP in a variety of external assessment procedures.		+		
Total according to the standard			5	7	1	
Стандарты в разрезе отдельных специальностей						
SOCIAL, HUMANITARIAN SCIENCES, ECONOMICS, BUSINESS AND LAW						
EP 5V01100 - Marketing						
Educational programs in the direction 5B051100 - Marketing must meet the following requirements:						
113	1.	In order to familiarize students with the professional environment and topical issues in the field of specialization, as well as to acquire skills based on theoretical training, the education program should include disciplines and activities aimed at gaining practical experience and skills in the specialty and in the main disciplines in particular , including: - excursions to enterprises in the field of specialization (factories, workshops, research institutes, laboratories, educational and experimental farms, etc.), - carrying out separate occupations or the whole disciplines at the enterprise of specialization, - holding seminars to solve practical problems relevant to enterprises in the field of specialization, etc.		+		
114	2.	The teaching staff involved in the education program should include full-time teachers with long-term experience as a staff member in enterprises in the field of specialization of the education program.		+		

115	3.	The content of all disciplines of the EP should to some extent be based and include a clear relationship with the content of the fundamental natural sciences like mathematics, chemistry, physics.		+		
116	4.	The management of the EP must provide measures to enhance practical training in the field of specialization.		+		
117	5.	The management of the EP should provide training for students in the application of modern information technologies.		+		
Total according to the standard				5		
TOTAL			33	63	21	