

NAO KAZAKH NATIONAL AGRARIAN RESEARCH UNIVERSITY

EDUCATIONAL PROGRAM DEVELOPMENT PLAN

Assessment

6B04115-AgroTourism

FOR 2024-2028 YEARS

Recommended by the Educational and Methodological
Commission of the Higher School "Business and Law"
Protocol No. 9 of 25.05.2024

Considered at the meeting of the The Department of
“Management and organization of agribusiness
Protocol No. 5 of 31.05.2024

Almaty, 2024

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1.Passport for the development of the educational program

1	Grounds for the development of the development plan of the OP	Strategy and topics of the development plan of the OP in accordance with the educational programm of the Republic of Kazakhstan. Development Strategy of the Kazakh National Agrarian Research University for 2024-2028y. Strategic development plan of the Department of Accounting, Audit and Finance up to 2028 year
2	Main developers of the development plan	The Department of "Management and organization of agribusiness assoc. professor Beisenova G., assoc. professor; Saurukova A. Magistr Kuatpekova A. Employer: Acting Director General of KazNII of Economics of Agroindustrial Complex and PCT Rustembayev B
3	Terms of implementation of the OP development plan	2024 - 2028 years.
4	Scope and sources of financing	State budget and contractual basis.
5	Expected final results of the implementation of the development plan of the EP	Training of highly qualified personnel with systematic knowledge and practical skills in the field of agrotourism, meeting the modern requirements of the domestic and global labor market.

2. Analytical justification of the program

2.1 The content of the educational program Agrotourism is established by the following documents:

- License for conducting the educational program AGROTURISM (6B04115)

KZ89LAA00031870, validity period indefinite, date of issue 05.08.2021;

State obligatory standard of higher and postgraduate education. Order of the Minister of Science and Higher Education of the Republic of Kazakhstan from July 20, 2022 № 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 27, 2022 № 28916;

- Professional standard: "Activity in the field of planning and analysis of firm resources" Annex No. 85 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019g № 263;

Translated with DeepL.com (free version) - Professional standard: "Management of small (medium) firm" Annex № 95 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019g № 263

2..The purpose of the educational program 6B04115-Agrotourism is to train highly qualified personnel with systematic knowledge and practical skills in the field of agrotourism that meet modern requirements of the domestic and global labor market.

2.2 Information about students.

Currently, 1 student is studying in Russian on a fee-and-contract basis according to the educational program 6B04115-Agrotourism (bachelor).

2.2 Internal conditions for the development of the EP

For training of bachelors, masters and doctoral students the department has modern classrooms, technical means of education, visual and demonstration materials. There are 32 classrooms for 870 seats, 11 of them are lecture rooms. The department has auditoriums (№ 401, 405, 413, 414, 417 aud.), which are equipped with technical means of training: LED - screens.

Provision of educational programs with educational-methodical complexes of disciplines is 100%. Educational and methodical documents for educational programs are developed in accordance with normative documents. Working curricula, academic calendars, OPs, catalogs of elective disciplines are developed.

Financial resources of the EP are provided by the university budget, as well as research and international projects, in which the teachers of the department are actively involved.

Information resources are at the disposal of the EP and are represented by the library (including electronic editions), access of all students and faculty to the Internet, access to the local network of the university. There are open WI-FI zones.

The staff of the educational program is fully staffed, according to the staff schedule. Provision of educational programs with educational-methodical complexes of disciplines is 100%. Professors and teaching staff of the department have personal computers and free access to the Internet.

2.3 Characteristics of the surrounding society

The University has created conditions for the practice: programs have been developed, the content of which corresponds to the goals and objectives of training specialists; long-term and short-term contracts for the practice have been concluded; during the practice the heads of the university and the practice base conduct constant consultation of the student, guide, help to conduct professional activities, at the end of the collection and analysis of reporting documentation of students, work on summarizing the results of the practice and together with the approved composition of the internships are carried out. The final evaluation of the practice is determined as the evaluation of the head of practice from the enterprise 100% and the evaluation The result of satisfaction of

students, faculty and employers with places, conditions and content of practices, as well as the level of students and teachers is the opinion and feedback of organizations that provide bases for internships. After passing a certain type of practice, a survey of students is conducted in order to identify the assessment of satisfaction of students with the places and organization of practice, as well as a survey of managers of practice bases in order to assess satisfaction with the level of training of students.

The Department of “Management and organization of agribusiness” and the Department of practice and employment conduct monitoring of internship, tracking the quality of its organization. As a result of monitoring the Department of Practice and Employment and the department form recommendations to improve the organization of practice.

Bases of practice for OP 6B04115 - Agrotourism are: LLP “Kazakh Research Institute of Agroindustrial Complex Economy and Rural Development”, KSU “Akim's Office of Kenes rural district”, GU “Akim's Office of Pervomayskiy rural district”, KSU “Akim's Office of Karakemerskiy rural district”, LLP “Genezis-LTD”, LLP ROYALTOUR KZ, LLP “GrandVictory-S”, Tour Company LLP “Green Voyages” and others

2.5 Information about the teaching staff implementing the educational program.

The implementation of the Bachelor's degree program in the direction is provided by scientific and pedagogical staff in accordance with the requirements of the State Educational Standards of the Republic of Kazakhstan and “Qualification requirements for the educational activities of organizations providing higher and (or) postgraduate education, and the list of documents confirming compliance with them.” The list of scientific and pedagogical workers involved in the implementation of this OP is presented in the reference about the staffing of the educational process and staffing.

The staff potential of the chair is 23 people, including 4 part-time employees, including: doctors of economic sciences - 4, candidates of economic sciences - 8, PhD - 2, masters of economic sciences - 9.

The staff of the department is 64,7 %, the average age of the teaching staff is 50 years old. The degree of the teaching staff is 100,0 % in the master's program and doctoral program. In general, the OP is fully provided with quality staff of teaching staff.

Experienced teaching staff with a long scientific and pedagogical work experience conduct training at the OP. The leading scientists who have a great experience of work in the state economic structures, State Planning Committee teach at OP: Doctor of Economics, Professor U.K. Kerimova, Doctor of Economics, Professor G.U. Akimbekova, Doctor of Economics, Professor S.K. Mizanbekova.

The title “The best teacher of the university” in different years were awarded to 6 teachers of the department: Professor Kerimova U.K., Prof. Shalgimbaeva K.B., Prof. Mizanbekova S.K., Prof. A.E. Kayyrbaeva.

To improve the quality of teaching attracted and foreign scientists from leading universities around the world, so in 2024 Professor E. Zimbhoff University of Nebraska (USA). Faculty members of the department “Management and organization of agribusiness” named after H.D.Churin, according to the qualification requirements undergo advanced training in the disciplines taught. Teachers. Kuralbaeva R.E, Kabi Sh.M Kuatpekova A.K took advanced training courses “Organization of agribusiness”.

Teachers Ismailova A.K., Kaparova R.B., Nurgozhaev A.S. have certificates IELTS, TOEFL, which gives them the right to teach in English. In 2023-2024 academic year the university provided access to the international platform COURSERA, teachers Kuralbaeva R.E., Kabi S.M., took courses in the disciplines taught, “Organization of agribusiness”, etc.

All professional information about the faculty is available and posted on the website of KazNAIU: <https://www.kaznaru.edu.kz/department/70>.

2.6 Characterization of EP achievements.

The research work of faculty members consists of:

in fulfillment of scientific projects on grant financing, applied target financing of MNVO RK, MFA RK;

provision of consulting services and works to agricultural producers;

publication of scientific articles, monographs in editions and presentations at scientific conferences.

According to the results of research and development of teaching staff for the academic year 2023-2024 published 32 scientific papers, including:

- in scientific journals of Scopus base -3;

- in journals recommended by CCSON MNVO RK -8;

- in scientific journals and conferences of the Republic of Kazakhstan - 19; in international scientific conferences and journals (outside the country) - 6;

including - in scientific journals and conferences of RINC base -1;

- monographs -3.

The faculty members of the department are leaders and executors of scientific researches at the republican level. To date, the department is working on 3 projects:

1. On grant financing for 2021-2023 gg. project AR09259262 “Public-private partnership in grain-product subcomplex as a basis for intensive development of agro-industrial complex”. Scientific supervisor - Tireuov K.M., Academician of the National Academy of Sciences of the Republic of Kazakhstan. Total amount of financing - 38 496 254 tenge. (completed)

2. On grant financing for 2022-2024 gg. project AR14869793 “Organizational and economic mechanism of sustainable development of enterprises of mixed fodder industry of AIC with the use of innovative and digital technologies.”. Scientific supervisor - Mizambekova S.K., Doctor of Economic Sciences, Professor”. Total amount of funding Under the grant financing for 2023-2026 the project “Effective system of macroeconomic instruments of state regulation The department conducts scientific research on __ funded projects and on __ initiative topics, in which students, master's and doctoral students directly participate. The topics of their diploma works, master's and doctoral theses correspond to this direction of scientific research.

At the department “Management and organization of agribusiness” named after H.D.Churin there is 1 scientific circle: “Manager”. The teaching staff of the department is preparing students for international and republican competitions of scientific research in the current academic year:

Omarkulova M.B. prepared students: for participation in the subject Olympiad among students of higher educational institutions of the Republic of Kazakhstan in economic disciplines “Economic Theory”, “Micro and Macroeconomics”, “Enterprise Economics” which was held from April 9 to 14, 2023 in the Eurasian National University named after L. N. Gumilev. L. N. Gumilev.

According to the requirements of the labor market and at the suggestion of employers, new elective disciplines are introduced into the working curricula and catalogs of elective disciplines.

Every year students of the specialty participate in the Republican Subject Olympiad and take prize-winning places.

According to the requirements of the labor market and at the suggestion of employers, new elective disciplines are introduced into the working curricula and catalogs of elective disciplines.

After graduation graduates will be employed

3. characterization of the problems, which the EP development plan is aimed at solving, and justification of the necessity to solve them.

To date, there are the following problems in the implementation of the OP:

- absence of joint and two diploma programs with leading universities of the world;
- insufficient proficiency of students and teaching staff in professional English;

- decrease in the share of faculty members with academic degrees, - aging of the staff, the average age is 50 years;
- reduction in the contingent of OPs;
- low provision of educational and methodical literature in a foreign language;
- absence of a well-established system of creating electronic textbooks and training programs;
- low publication activity of students and faculty of the department to publish scientific articles in journals with impact factor.

4. main goals and objectives of the development plan.

Measures to reduce the impact of risks for the EP

Increase in the number of students, full provision of educational and methodical literature, conclusion of agreements with business entities for practical training and further employment, timely planned purchase of modern equipment.

7. List of activities of the implementation plan

№	Activities	2024	2025	2026	2027	2028
1	Improvement of the Bachelor's degree program	+	+	+	+	+
2	Drawing up a plan for publishing textbooks, manuals and methodological recommendations for educational programs	+	+	+	+	+
3	Active implementation of academic mobility of students and PPF from	+	+	+	+	+
4	Expansion of scientific cooperation and partnerships with leading foreign universities and research institutes training centers, attracting leading foreign scientists to perform scientific research and give lectures for students	1	1	1	2	2
5	Equipping classrooms with modern equipment	+	+	+	+	+
6	Submitting applications for a competition on scientific projects of the Ministry of Agriculture, Ministry of Education and Science of the Republic of Kazakhstan, etc.	1	1	1	2	2
7	Publication of scientific articles in journals included in the Web of Science and Scopus data bases, in scientific journals with an impact factor	2	2	3	4	5
8	Passing an independent national specialized accreditation for the		+			
9	Participation in the national EP rating among higher education institutions of the Republic of Kazakhstan	+	+	+	+	+

10	Participation in the national EP rating among higher education institutions of the Republic of Kazakhstan	+	+	+	+	+
11	Preparation and participation of students in Republican Olympiads on 6B04115-AgroTourism	+	+	+	+	+
12	Participation of representatives of potential stakeholders as experts of the OP	4	5	6	7	9
13	Conclusion of contracts with specialized enterprises for industrial and research practice of students	5	10	13	15	20
14	Percentage of graduates of OP, employed in the first year after graduation (from total number of graduates)	53%	55%	60%	65%	70%
15	Number of OP students, participating in the program internal and external outgoing academic mobility	1	1	2	3	4
16	Number of OP students, participating in the program internal and external incoming academic mobility	1	1	2	3	4
17	Improvement of infrastructure and material and technical base (opening of training laboratories)		1			1

The main purpose of the educational program development plan is its improvement in accordance with the vision, mission and strategies of the university aimed at the formation of competitive personnel in the field of services, demanded in the sectors and spheres of the economy of Kazakhstan and the world scientific and educational space, as well as for the development of socially-oriented, highly cultured and competent personality.

8. Mechanism of implementation of the EP development plan

1. Legislative and normative acts: the Law of RK "On Education" from July 27, 2007 No319-III;
2. State program of education development of the Republic of Kazakhstan for the years.
3. Development program of non-profit joint stock company "Kazakh National Agrarian Research University" for 2024 - 2028 years

Improving and enhancing conditions for obtaining full-fledged, quality vocational education	Development of measures to improve educational services for the formation of professional competencies and skills
Involvement of employers in the process of EP improvement, definition of professional competencies of the graduate, preparation of educational and methodical support of disciplines proposed by the employer	When updating the content of the EP to include disciplines that meet the demands of the labor market, recommended by employers
Establishment of strong ties with foreign partners in order to realize joint scientific research and publication of educational and methodological literature	Realization of joint scientific research and publication of educational and methodological literature
Providing conditions for independent research activities of the learner in the framework of research and development in the course of the whole training and publication process	Incorporating research work into the EP in order to develop and improve it
Organization of consultations of employers and scientists of research institutes when choosing actual and practically significant topics of diploma theses and master's theses, conducting research of master's and doctoral students in the leading research institutes of the republic	Creation of a list of topical and practically significant topics, taking into account the proposals of employers and scientists of research institutes

To achieve the goal it is necessary to solve the following tasks:

- Creation of innovative educational environment;
- Expansion of educational space;
- Attracting talented young people to scientific work;
- Development of polylingual education in order to expand the range of languages studied;
- Development of personnel potential;
- Development of the system of professional development of teaching staff
- Expansion of international cooperation of the University with universities of far and near abroad in the framework of scientific projects and academic mobility of students and teaching staff;
- Ensuring the demand for graduates in the labor market.
- it is necessary to update, improve the content of the EP, modernize the material base of educational laboratories, update the content of lecture material and laboratory workshops taking into account the latest achievements of science; improve the system of interconnection with employers; improve the qualification of teaching staff in the field of innovative teaching technologies at the national and international levels. In order to further increase the retention of teaching staff, the University should strengthen the work on attracting young teachers and masters to scientific research and their subsequent training in doctoral studies.

Taking into account the further development of EP it is necessary to work on increasing the share of teaching staff with academic degrees; to plan the passage of professional development courses at the international level; to increase the number of teaching staff who speak a foreign language to form groups of multilingual education; to increase the number of published scientific papers in

journals with high citation index; to participate in the development and implementation of scientific projects under international grants.

Expected final results of the implementation of the development plan of the educational program

The main purpose of the development plan of the educational program is its improvement in accordance with the vision, mission and strategies of the university, aimed at the formation of competitive economic socially-oriented, highly cultured and competent personality.

The graduate model of this EP
As a result of the training, the graduate must:

	AGROTOURISM (6B04115)
<i>Be able to</i>	- critically evaluate from different sides (production, motivational, institutional, etc.) the behavior of economic agents in the market, trends in the development of objects in the field of professional activity; - develop and evaluate options for effective marketing strategies. - formulate a problem, creatively approach its solution; knowledge of methods for developing creative abilities; the ability to creatively use accumulated experience and create new techniques. -apply and use information technology in professional activities, possess programming skills using modern tools;
<i>To know and understand</i>	to know the basic concepts, goals, objectives, principles of tourism ; - to know the basic concepts, goals, objectives, principles, methods of management; -to develop an effective tourism scheme; -current state and trends in the development of the international economy; -principles and methods of development and implementation of the company's marketing plan at the international level; - when, how and to what extent the state intervenes in socio-economic processes;

<p><i>Be competent:</i></p>	<p>-to conduct marketing research and analysis, to manage agrotourism, to have the ability to initiative and entrepreneurship. - to analyze and perceive information in accordance with basic knowledge of economics; to use the basics of economic knowledge in various fields of activity; to be able to apply the acquired knowledge in solving situational and practical problems. - in the management of the agricultural sector of Kazakhstan, to master the competencies in the preparation and implementation of business planning, justification of strategic planning at the regional level, in the organization of agribusiness and production in the regions.</p>
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SWOT Analysis

StrengthsStrengths	Weaknesses Weaknesses
<p>S (strength) – strengths – Powerful university infrastructure; --Highly qualified staff of the teaching staff; - it is included in the 400 universities of the world ranking of the QS agency; - international accreditation for 5 years -convenient location of the building; - high level of settlement; - technical security of the AIS Platonus educational process; - electronic document management of ART; - affordable broadband internet; - status of the National Research University; - the presence of a military department; - access to international platforms; - students are fully provided with a hostel; - sports complex; - competitive salary; - private parking for cars; - low tuition fees.</p>	<p>W (weakness) – weaknesses - insufficient publication activity of the teaching staff; - insufficient participation of students in research and development competitions and Olympiads; - lack of external academic mobility of students; - lack of autonomy in budget allocation; - weak material and technical base;</p>
<p>Opportunities Opportunities O (opportunity) – favorable opportunities - academic mobility of teaching staff; - academic mobility of students; - - summer training schools for teachers; - provision of state and local grants; - scientific internships; - active student life.</p>	<p>Threats Threats T (threat) – threats - Increasing competition from other universities, including foreign branches; - a decrease in the interest of applicants in obtaining higher education; - declining popularity of the OP; - aging of the staff, the average age of the teaching staff is 50 years; - the reluctance of young people to engage in science; - the reluctance of young people to work in the university system.</p>

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