

Decision of the FIBAA Accreditation and Certification Committee



4th Meeting on November 26, 2021

PROGRAMME ACCREDITATION

Project Number:	20/055
Higher Education Institution:	M. Narikbayev KAZGUU University, School of Liberal Arts
Location:	Nur-Sultan, Kazakhstan
Study Programme:	Bachelor of Service Management with the Major Hospitality (degree: Bachelor of Service Management)
Type of Accreditation:	initial accreditation

The FIBAA Accreditation and Certification Committee has taken the following decision:

According to § 7 (6) in conjunction with § 9 (1) of the FIBAA General Terms and Conditions within the framework of procedures for the award of the FIBAA Quality Seal for Programmes from April 2020, the study programme is accredited.

Period of Accreditation: November 26, 2021 until November 25, 2026

The FIBAA Quality Seal is awarded.



Assessment Report

Higher Education Institution (HEI):

M. Narikbayev KAZGUU University, Higher School of Liberal Arts

Bachelor study programme:

Bachelor of Service Management with the Major Hospitality (BSM)

Qualification awarded on completion:

Bachelor of Service Management (BSM)

General Information on the study programme

Brief description of the study programme:

The programme of Bachelor in Hospitality with the focus on hotel management and operations aims to raise a new generation of multilingual hospitality professionals who are aware of all aspects of hotel service standards. In addition, the programme is aimed at training culturally diverse hospitality leaders for the rapidly growing and challenging world of hospitality industry.

Type of study programme:

Bachelor programme

Projected study time and number of ECTS points assigned to the study programme:

4 years, 248 ECTS points

Mode of study:

full-time

Didactic approach:

Study programme with obligatory class attendance

Double/Joint Degree programme:

optional

Scope (planned number of parallel classes) and enrolment capacity:

50

Programme cycle starts in:

winter semester

Initial start of the programme:

2019

Type of accreditation:

Initial accreditation

Accreditation in one cluster (cluster 2) with:

Applied Linguistics (B.A.)

Translation (B.A.)

Translation (M.A.)

Bachelor of Service Management with the Major Tourism

Procedure

A contract for the initial accreditation of the study programme Bachelor of Service Management with the Major Hospitality (BSM.) was made between FIBAA and M. Narikbayev KAZGUU University (Nur-Sultan, Kazakhstan) on 2nd of December, 2020. On 19th of April, 2021, the HEI submitted a self-evaluation report, which included a detailed description of the programmes and further documents in order to prove that the criteria for programme accreditation are met. At the same time, FIBAA appointed a review panel. The HEI agreed with the chosen experts. The panel consisted of:

Prof. Dr. Bagila Akhatova

Kazakh Ablai Khan University of International Relations and World Languages
Professor of the Department of International Communications
(Communication Theory and Practice, Intercultural Communication, Psycholinguistics, Sociolinguistics, Linguoculturology)

Dr. Anna Sergeyevna Buzelo

Turan University, Almaty
Head of Chair "Journalism and Translation Study"
(Stylistics of Russian language, Language of Mass media, future Journalists' Training)

Prof. Dr. Bibiana Grassinger

IUBH Internationale Hochschule, University of Applied Sciences, Bad Reichenhall, Germany
Professor of Marketing and Tourism Management
(Tourism Management, Destination Management, Hospitality Management, Sustainability Management in Tourism, Tourism Marketing, Sales, Innovation, Management)

Professor Dr. D. h.c. Juliane House

University of Hamburg, Germany
Professor em. of Applied Linguistics
(Translation theory, contrastive pragmatics, discourse analysis, intercultural communication, misunderstanding in intercultural discourse, English as a lingua franca)

General Manager Sebastian Kühn

NH Hotel Group, Cologne, Germany
Director of Operations Control for the Central Europe division of the NH Hotel Group
(Human Resources Management, Personnel Development, Cost and Performance Accounting, Revenue Management, Quality Management)

Julian Döpp

University of Bochum, (RUB), Germany
Student of History/ Anglistics/ American Studies (M.A.) and Public History (M.A.)
(Broad experience with courses in Translation and Linguistics)
Completed: History/ Anglistics (B.A.)

FIBAA project manager: Nora Winckel

The assessment is based on the self-evaluation report, amended by further documents, requested by the panel, and an online conference. The online conference took place on June 14th – June 16th, 2021 via the video conferencing tool Zoom. At the end of the online conference, the panel gave a short feedback on its impressions to representatives of the University. The assessment report based on this was delivered to the HEI. The statement on the report has been taken into account in the report at hand

Summary

The study programme Bachelor of Service Management with the Major Hospitality (BSM.) offered by M. Narikbayev KAZGUU University (Nur-Sultan, Kazakhstan) fulfils the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on November 26th, 2021 and finishing on November 25th, 2026 without condition. The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid at the time of opening of the procedure, and with the Bologna declaration.

Quality requirements that have not been fulfilled – Internationality of the student body (3.4.2);– are not asterisk criteria and therefore do not lead to a condition. The measures the HEI takes to solve the identified problems are to be considered during the re-accreditation.

The panel members identified several areas where the programme could be further developed:

- Examination and final thesis (see Chapter 3.1.7),
- Course materials (see Chapter 3.3.2),
- Guest lecturers (see Chapter 3.3.3)
- International content and intercultural aspects (see Chapter 3.4.1)

The measures that the HEI takes in order to implement the recommendations of the panel members are to be considered during the re-accreditation.

There are many criteria in which the programme exceeds the quality requirements:

- Internationality of faculty (see Chapter 3.4.3),
- Foreign language content (see Chapter 3.4.4),
- Practical business experience of faculty (see Chapter 4.1.4),
- Internal cooperation (see Chapter 4.1.5),
- Student support by the faculty (see Chapter 4.1.6),
- Programme director (see Chapter 4.2),
- Process Organisation (see Chapter 4.2),
- Cooperation with business enterprises (see Chapter 4.3.2),
- Quantity, quality, media and IT equipment of teaching and group rooms (see Chapter 4.4.1),
- Access to literature (see Chapter 4.4.2),
- Programme description (see Chapter 5.3.1),
- Information on activities during the academic year (see Chapter 5.3.2)

Information

Information on the Institution

The Joint-Stock Company “M. Narikbayev KAZGUU University” (hereinafter interchangeably referred to as KAZGUU or the University) is a higher education institution established on the strategic initiative of the First President of the Republic of Kazakhstan N.A. Nazarbayev on March 14, 1994. The University performs its activities in accordance with the Constitution of the Republic of Kazakhstan, the Laws "On Education", "On Science" and other laws and regulations governing the educational, scientific and labour activities, the Standard Rules of higher and postgraduate education and other normative documents of the Ministry of Education and Science of the Republic of Kazakhstan (MES), as well as the Charter of the University¹. The University is a member of the Kazakhstani Association of Higher Education Institutions² and the Eurasian Association of Universities³. In 2011, the University signed the Magna Charta of the European Universities in Bologna⁴.

The University conventionally occupies the top positions at the Ranking of Higher Education Academic Programmes conducted by the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”⁵ that accounts for the recent university graduates’ career perspectives (entry salaries, employment rate, and job search duration), and the rating based on the industry representatives’ assessments.

In 2018, with a mission to promote the quality of the country’s higher education through the academic integrity principles, KAZGUU initiated the Association of HEIs “Academic Integrity League”⁶. A year after, the University commenced the Adal Bilim project office aimed at detection and prevention of corruption crimes in education supported by the Ministry of Education and Science of the Republic of Kazakhstan (MES) and other government bodies.

Currently, the University’s community comprises around 500 academic and administrative staff and more than 3,000 students. The University includes four faculties called Schools: KAZGUU Law School (KLS), Higher School of Economics (SLA), School of Liberal Arts (SLA) and Business School (BS). In total, KAZGUU offers 66 study programmes (25 Bachelor, 37 Master, four PhD programmes).

School of Liberal Arts transformed from the School of General Education in 2019 to a degree-awarding school. It currently runs undergraduate programmes in Applied Linguistics, Translation Studies, Tourism, Hospitality, Kazakh-English Languages and Linguistics. Below is the structure of KAZGUU School of Liberal Arts:

¹ approved by Protocol No. 9 of the extraordinary General Meeting of Shareholders of «M. Narikbayev KAZGUU University» JSC dated March 06, 2019

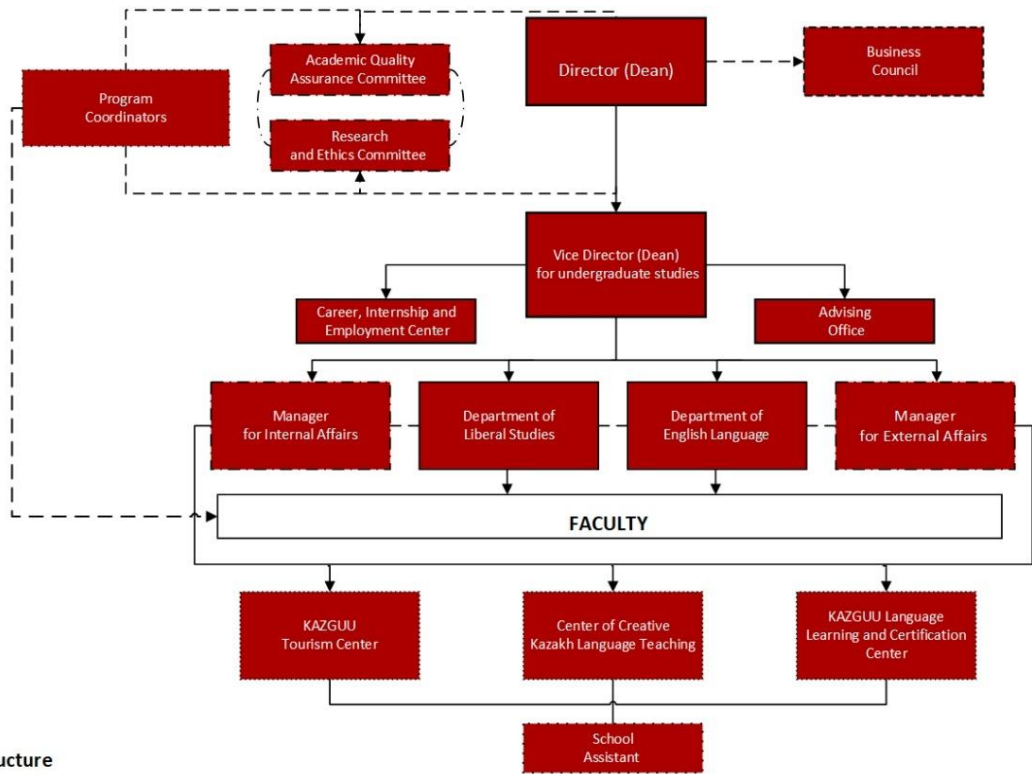
² <http://edurk.kz/>

³ <http://www.eau-msu.ru/eng/>

⁴ <http://www.magna-charta.org/magna-charta-universitatum/signatory-universities>

⁵ <https://atameken.kz/ru/>

⁶ <https://adaldyq.kz>



Organizational structure
 School of Liberal Arts
 M.Narikbayev KAZGUU University

Programme Description and Appraisal in Detail

1. Objectives

1.1 Objectives of the study programme (Asterisk-Criterion)

The programme of Bachelor in Hospitality with the focus on hotel management and operations aims to raise a new generation of multilingual hospitality professionals who are aware of all aspects of hotel service standards. In addition, the programme is aimed at training culturally diverse hospitality leaders for the rapidly growing and challenging world of hospitality industry.

The programme was created in 2019 as a response to the urgent need to increase the quality and quantity of personnel working in the hospitality industry in Kazakhstan that became especially evident after the major events of the previous years. Taking into consideration two major events in 2017, Astana-EXPO-2017 and World Universiade, feedbacks from regional destination management organizations, event companies, tourism and hospitality companies, the decision on repositioning the academic programme in the educational market has been taken. To do so the University has reviewed existing academic programmes' learning outcomes and content and decided to devote a separate educational programme that would focus specifically on the hospitality industry and prepare high-quality professionals in that sphere.

One of the objectives of the study programme is to address the problems of the Hospitality industry in Kazakhstan and prepare high-quality professionals in the field.

Thus, the Programme is aimed at preparing the professionals who are able to implement up-to-date knowledge and skills, evaluate the reliability of information with the help of research methodology, analyze the diverse culture and interests of various stakeholders, apply the skills of creative and analytical thinking to make effective decisions and create a hospitable environment and organize events on local and international levels. Future graduates of the Programme are expected to be the new transformational leaders and effective managers in the hospitality industry who take into account the values of environmental sustainability, ethics and tolerance, and constantly develop and upgrade their skills and competences in the course of their career.

The length of the programme is framed in four academic years. The given major consists of 218 credits allocated for core courses with 30 credits devoted to elective courses.

In order to increase employability opportunities and expand competences of students in accordance with recommendations of employers the Programme offers the following Minors:

- Minor in Domestic/Inbound tourism;
- Minor in Tour guiding;
- Certificate Programme Hilton-Astana.

Taking into account the available range of courses offered during the program, students can take up to 2 Minors during the whole period of the Programme and acquire Certificate Programme Hilton-Astana.

In addition, the graduates will be capable of learning one extra foreign language (Chinese/ Spanish/ Italian/ German/ French) within the programme which makes the future professionals of the field fairly competitive candidates.

Target group is represented mostly by the secondary school graduates from Nur-Sultan and several regions of the country. The programme graduate shall be able to seek employment

at international hotels such as The Ritz-Carlton Astana, Hilton Astana, Wyndham Hotels and Resorts, St.Regis Astana, Radisson Hotel Astana, Astana Marriott Hotel, Sheraton Nur-Sultan Hotel and their branches abroad.

Upon completion of the programme the graduates will learn to:

- LO1 – conduct analysis of case studies targeting issues on hospitality and service fields;
- LO2 – demonstrate effective communication skills with guests in multicultural environments;
- LO3 – be creative and flexible in making decisions on work-related issues; LO4 – identify and assess issues on service quality in hotel and restaurant management processes in hospitality establishments;
- LO5 – apply standard safety procedures and management skills in F&B service and operations;
- LO6 – stage an actual event using management, marketing and financial principles and theories;
- LO7 - perform and maintain various housekeeping services for guest and facility operations;
- LO8 – build professional relationships, work productively in teams, and gain leadership skills;
- LO9 – apply qualitative and quantitative research skills in hospitality industry; LO10 – work with different types of operational systems utilised within large hotel chains and restaurants;
- LO11 – use the best practices of hospitality industry for developing operational and strategic plans;
- LO12 – organise projects in the field of hospitality (hotel and restaurant management).

Appraisal:

The qualification objectives of the programme are explained and convincingly presented in relation to the target group, targeted professional field and societal context of the discipline. They embrace academic proficiency, comprehensive employability, as well as the development of the individual student's personality.

The subject-specific and extra-curricular qualification objectives and skills to be acquired correspond with the Bachelor level. They take into account the requirements of the national qualification framework.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.1*	Objectives of the study programme (Asterisk Criterion)			x		

1.2 International orientation of the study programme design (Asterisk Criterion)

According to the KAZGUU University Strategy international orientation of the study programmes is considered to be one of the main priorities. To achieve it, the University undertakes the following steps:

- The academic programmes were reviewed in order to revise the desirable employers' profile. The bachelor programmes are focused on delivering knowledge and skills demanded first of all by the international and national employers, such as hotels, restaurants, international companies and institutions operating in Kazakhstan, etc.
- The instructor's profile was also examined, and academic staff changed significantly. For the SLA in general, majority of the academic staff members are those with the degree gained from internationally recognized universities; for the faculty members teaching in the academic programme in Hospitality – 99%. There is one instructor without a foreign degree, but having obtained internationally recognized professional certification in a relevant field
- All programme courses (except for language courses) are taught in English language and they are grounded on the internationally recognised textbooks, case studies, and other didactical materials and to have strong international context (see chapter 4).
- The academic mobility programme is going to be realized in the framework of agreements of international cooperation with the following universities: Anyang University (South Korea), Batumi Shota Rustaveli State University (Georgia), Corvinus University (Hungary), European University Viadrina (Oder, Germany), The University of Piraeus (Greece), The University of Jaén (Spain), Turība University (Latvia), University of Ostrava (Czech Republic), University of Toulouse (France), University of Leiden (the Netherlands). The students studying Hospitality have a chance to participate in academic mobility programs including Erasmus+ programme.

Appraisal:

International orientation of the programme is maintained and strengthened by fully English-language education, strong international partnership network of SLA and KAZGUU University which offers students and faculty members experience abroad as well as benefits of being located in capital city which hosts a great number of foreign embassies, international agencies and companies. The programme design appropriately takes into account the required international aspects, with respect, too, to its graduates' employability.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.2*	International orientation of the study programme design (Asterisk Criterion)			x		

1.3 Positioning of the study programme

Hospitality is a rare, sparse and demanded programme in Kazakhstan. Currently there are few universities focusing specifically on degrees in Hospitality in Kazakhstan: Narxoz University, Karagandy Buketov University, Kazakh Ablai Khan University of International Relations & World Languages, Kazakh Academy of Sports & Tourism. In Nur-Sultan only three HEIs grant degrees in the Hospitality sphere.

There are several universities offering a similar degree in Hospitality and Leisure Management: Al-Farabi Kazakh National University, Zhetysu State University, Karaganda Economic University, S.Seifullin Kazakh Agrotechnical University, Auezov South-Kazakhstan University, Almaty Management University and other local universities. In Nur-Sultan an adjacent degree in Catering and Hospitality might be received in Kazakh University of Technology and Business and also L.Gumilev Eurasian National University.

The programme was opened in 2019 and currently has cohorts for two years only. In 2019 University decided to concentrate only on independently funded students due to the lack of

state financial support. Due to that reason and the fact that the programme was new, the number of applicants and admitted students in 2019 was 7. In 2020, the government of the country decided to increase the average funding of state educational grants from 420 thousand tenge to 1 million tenge (Official Information Source of the Prime Minister of the Republic of Kazakhstan). Also in 2020, the number of government educational grants was increased, in particular, in the direction of programmes preparing specialists for the service industry.

Moreover, the School has organized an informational campaign to attract more students. All this, in turn, significantly increased the number of applicants up to 26 for the programme "Hospitality" at the KAZGUU University.

The most competitive advantage of the programme is that it is offered fully in English language, which allows access to the most up-to-date knowledge and international experience in the field, as well as increased career opportunities after graduation.

Another comparative advantage of the programme is that the SLA hospitality programme is more skill-oriented because it allows students to deepen their knowledge of the tourism industry and acquire professional hands-on experience, rather than merely study theoretical aspects with the focus on geography as it is done in standardized state adjustable programmes.

The programme is oriented so far to the training of the specialists for the tourism and hospitality business and public companies, destination management organizations and event management companies within the regional labour market of Astana. Taking into consideration significant events in 2017, such as Astana-EXPO-2017 and World Universiade, regional destination management organizations development, event companies, tourism and hospitality companies feedback, the decision on opening in 2019 of the new academic programme in Hospitality has been taken. The programme received more academic freedom in terms of offering disciplines relevant to the labour market and with regard to didactic approaches used.

With the aim to achieve high rates of employment of the graduates of Hospitality in the future (as the first cohort of students which complete their study in Hospitality Major will be in 2023), SLA develops business networking, annually conducts Business Council meetings, collects employers' requests for Senior Project, develops the Center of Tourism and provides opportunities for internships. Moreover, the Internship, Career and Employment Center Manager analyzes the rate of employment of graduates and helps students to pursue their career goals. The Internship, Career and Employment

SLA strives to develop value-based learning, respect and social responsibility in students, and the formation of ethical principles through immersion in the native language and culture. Programme's learning outcomes to produce professionals in the field of Hospitality coincides with the aim of the School to train highly qualified specialists in the field of social sciences, humanities and languages, as well as help them form strong language and academic skills.

Moreover, the programme "Hospitality" is an integral part of the broader scope of programmes offered by the School and the University. The programme prepares highly qualified specialists who are fluent in English, able to conduct research, apply innovative methods and effectively communicate in different languages. The programme fits into the University strategy for 2021-20233 and pays particular attention to providing high quality and affordable education focusing on internationalization, innovation and research, and student satisfaction.

Appraisal:

In the view of the panel the study programme's position within the Kazakh education market is plausible. The internationality and the strong link to their business partners are aspects that foster the attractiveness of the institution and the programme within Kazakhstan.

During the online conference the University has shown that it has taken into account the potential future fields of employment for graduates.

The study programme is convincingly integrated into the SLA's overall strategic concept and qualification goals are in line with the University's and SLA's mission and strategic planning.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			X		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			X		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		

2. Admission

The School of Liberal Arts is interested in enrolling applicants with high academic performance who in the future will be able to achieve high results in their professional field. In this regard, the School developed the rules for admission of applicants on the basis of the “Standard rules for admission to study in educational institutions that implement academic programmes of higher and postgraduate education” (order of the MES RK dated 10/31/2018 No. 600). The applicant must follow the SLA rules and requirements within the chosen program. The requirements are defined in the Admission Policy¹¹ of M.Narikbayev KAZGUU University and the School’s Academic Catalog. The University admits students without discrimination of any kind, such as race, sex, language, religion, or other status.

Admission and enrolment to the Bachelor, Master and PhD programmes is regulated by the Order of the Ministry of Education and Science of the Republic of Kazakhstan (MES) dated 31 October 2018 No. 600 “On approval of the Model Regulations for admission to undergraduate and postgraduate educational programmes” (Order 2018).

In accordance with the MES requirements, to be enrolled for the undergraduate programme a secondary school leaver must take the Unified National Test (UNT). The test consists of two blocks:

Block 1	Subjects	Number of MCQs	MCQ type
	Numeracy	20	One correct answer from five choices
	Literacy	20	One correct answer from five choices
	History of Kazakhstan	20	One correct answer from five choices
Block 2	First subject	20	One correct answer from five choices
		10	One or more correct answers from many choices
	Second subject	20	One correct answer from five choices
		10	One or more correct answers from many choices

Source: The National Testing Centre, <http://testcenter.kz/>

The admission policy and requirements for applicants are based on the SLA Academic Policy and the above mentioned Standards of the Ministry of Education and Science (MES) The admission requirements for the programme are published at the school webpage and in the SLA Catalogue, which is annually updated and openly published. The website and the SLA Catalogue also contain information about the structure, content and academic staff of the programme.

First and second subjects and minimum test score to enter a HEI are defined by the state centralised regulations. For the SLA programmes first and second subjects are foreign language and Geography. Minimum UNT score is 50 out of 140. KAZGUU requires at least 27 points for English language and at least 5 points in World History.

From 2016 enrolment, the SLA fully switched to English as a mean of instruction and set minimum language requirements for applicants as follows:

- IELTS 3.0 or
- KEPT (KAZGUU English Placement Test) 40 points – equal to A2 of the CEFR level

KAZGUU English Placement Test (KEPT) is administered by the School of Liberal Arts to KAZGUU applicants during July 11th- July 16th. It includes listening, reading, writing and speaking sections. A minimum score of 40 generally corresponds with IELTS 3.0. If an applicant does not meet the required level of English, he or she can attend Intensive Classes

(scheduled to July 18 – August 27) enabling to achieve required level up to the last enrolment date (August 29). In 2020, the preparatory English course took place online via Zoom.

In the first year 20 ECTS credits (General English and Academic English) are allocated in order to improve students' English language proficiency by one CEFR level. In their second year of study 5 more credits are allocated to Professional English course to improve their language skills further for successful submission of their written assignments and oral presentations. In addition, all students can request individual consultations with their English language instructors if they have additional queries during office hours outlined in the course syllabus.

The eligible candidate must apply directly to the University Admission Office and submit required paper documents (including the UNT certificate); the list of them is available at the SLA website.

Foreigners wishing to apply to an undergraduate academic programme at KAZGUU according to the MES requirements must present their secondary school completion documents and have an interview with the Admission Committee appointed by the SLA comprising of the SLA academics and administrators. The criteria of selection via interview are established as follows:

- Motivation
- Critical thinking and openness
- Readiness for academic study.

Additionally, the website reveals all information for applicants along with an opportunity to gain the university scholarship. The latter information is updated annually. For example, in 2020, there were 30 scholarships available in addition to the scholarships for vulnerable students distributed by the Corporate Fund "KAZGUU Endowment". These additional scholarships called M. Narikbayev Scholarship were awarded based on applicants' academic and extra-curricular performance. Since the tuition fee is credit (ECTS) based, and it differs slightly across majors, the scholarship amount is calculated based on ECTS. For example, in 2020, 7440 ECTS were granted to the most talented applicants, particularly, 15 scholarships (3720 ECTS) were granted to the applicants from the Bilim Innovation lyceums (<https://bil.edu.kz/en/>), 5 scholarships (1240 ECTS) were granted to the applicants from other secondary schools, 10 scholarships (2480 ECTS) were granted to the applicants from Uzbekistan. The decision to grant the scholarship based on the criteria set is annually taken by the KAZGUU Management Board.

All appropriate information on admission rules and procedures is available and regularly updated at the university and school websites. In addition, University and SLA booklets and brochures containing this information are distributed among participants of the KAZGUU Open Days. Open Days usually take place three times during an academic year. The date, time, and venue are announced on the website and social media.

The counselling service could be reached by the Call Centre special phone number or the website on-line consultant. It is managed by the Admissions Office at the Marketing and Sales Department. In addition, an applicant could apply with specific inquiries directly to the SLA Dean, Vice Deans, Students Advisers, and SLA Academic Quality Council by email.

The admission decision is based on above-mentioned criteria and communicated to applicants on the website and by email/phone.

Appraisal:

The admission requirements as presented in the Admission Policy which can be found on School's website. Thereby national requirements and the needs of the programme are taken into consideration. Currently, the selection of the candidates is based on the quantitative indicators as the programme is not enjoying yet a large number of applicants. Thus, a specialised selection procedure is not necessary.

Standardised language tests or a different formalised and documented language test with the requirement of a minimum score ensure that the students enrolled are able to actively participate in the classes held in a foreign language.

KAZGUU ensures a constant availability for prospective students and reacts quickly to incoming enquiries. The applicants receive detailed information about the admission process and the programme they are applying for as well as an individual counselling options according to their personal needs.

The admission procedure is described, documented, and accessible for interested parties. The admission decision is based on transparent criteria and is communicated to the students.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
2.1* Admission requirements (Asterisk Criterion)			X		
2.2 Counselling for prospective students		X			
2.3* Selection procedure (if relevant)			X		
2.4(*) Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					X
2.5* Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6* Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		

3. Contents, structure and didactical concept of the programme

3.1 Contents

The programme is designed to prepare professionals in hospitality qualified for work in the service industry, hotels, restaurants, businesses, event planning on local and international levels who will be able to use theoretical knowledge and practical skills obtained during the programme. In order to achieve those goals the programme balances out the workload between theoretical and practical knowledge, general education and specialized courses, local and global contexts, as well as aspires to respond to up-to-date requirements of the field.

The programme starts with introductory courses in Hospitality and a unit of compulsory courses, which is set by the Ministry of Education and Science of the Republic of Kazakhstan.

A significant number of credits during the first year of studies is devoted to mastering the proficiency in English language (20 credits of Cambridge English + 5 credits for Business English) to help students prepare for further academic and research work in their specialized subjects which increases their employability on a global labor market. Moreover, 10 credits in the first year are devoted to either Kazakh or Russian language to refine their skills and be prepared for local career prospects.

As part of the module that helps to develop students' personal qualities and promotes human values and responsible citizenship, all students of the programme are required to take a compulsory CSI unit during the first 6 semesters of their studies. The total duration of CSI is 2 semesters. The goal of the CSI course is to instill in students the principles and values of justice, honesty, unity and identity through moral, creative and intellectual personal development. The course encourages students to join and actively participate in various student clubs, explore different volunteering opportunities, online and offline courses that develop their Creativity, Service and Intelligence. The CSI component is not counted into the credit requirements, nevertheless, it is a mandatory requirement for completion of the programme.

The core subjects, including Introduction to Hospitality, Basics of Tourism Studies, Cultural Heritage, Introduction to Accounting for Tourism and Hospitality, Tourism Marketing, Tourism Management, International Tourism Geography, Catering and Event Management, Hotel and Restaurant Management, Hotel Lodging Operations, Project planning for Tourism & Hospitality, HR Management in Tourism and Hospitality, Sales Techniques and Revenue Management, Guest Satisfaction Management, Cost Control and others are devoted to help students understand how the enterprises in hospitality industry function, acquire general understanding of the tourism industry which is closely linked to hospitality, as well as to develop hard skills, such as ability to use effective management strategies and event planning techniques, conduct and improve customer satisfaction, and have basic accounting skills. The core subjects are expected to build a foundation of professional theoretical and practical knowledge and skills to meet the following learning objectives: to analyze the problems in hospitality and service fields and find effective solutions, identify and assess service quality in hotel and restaurant management processes in hospitality establishments, use the best practices of hospitality industry for developing operational and strategic plans, to organise projects in the field of hospitality (all learning outcomes are covered).

The core subjects also include the study of Foreign Languages which prepares students to communicate effectively in at least two or more foreign languages which is an essential skill

in the Hospitality industry. The need to strengthen and expand the number of foreign languages offered was suggested by School partners during the Business Council meeting (LO2).

Research Methods in Tourism and Hospitality I and II together with Tourism Industry Analysis, being another core component, provide the necessary tools and methodological knowledge to conduct empirical research. These courses equip students with knowledge and skills necessary to conduct qualitative and quantitative research in the field of Hospitality, such as methodology, quantitative analysis skills, modelling, specialised software (MS Excel, R Studio, SPSS) use (LO1, LO9).

A wide range of disciplines such as Sales Techniques and Revenue Management, Room Operations Management, Food, Beverage and Catering Operations, Hotel Lodging Operations, Hotel training management, Hotel SPA Management, Delivering Service in Hospitality, PR and Marketing Management in Hospitality are expected to deepen professional knowledge in the field and provide additional skills with response to students' preferences and interests. The list of electives complements the core subject and corresponds to programme objectives. (LO1,LO2,LO3,LO6,LO8,LO9,LO11,LO12).

Hospitality programme offers two minors - Minor in Domestic/Inbound tourism, Minor in Tour guiding and one Certified Internship Programme "Hilton-Astana".

The **Minor in Domestic and Inbound Tourism** becomes especially relevant in the current global situation with coronavirus when it becomes clear that the country cannot anymore rely on tourist flows from abroad only. Kazakhstan has great chances to utilise its significant recreational resources for development of its own domestic tourism. Same time, it is essential to learn how to deal with the demands of international visitors as it requires specialist knowledge, cultural understanding and investment. Thus, the content of the Minor will help students to learn how to develop local tourist products and to market travel experiences to the inbound and domestic traveler.

The **Minor in Tour Guiding** enables students to acquire practical skills in planning and organizing city and thematic tours of any format, to master the principles of travel guides, namely, etiquette, roles and responsibilities; understand the behavior of tourists, learn how to manage unexpected situations, master the principles of interpreting sights, gain substantial knowledge of culture (traditions and customs), and other, necessary for Tour Guide, skills. Also, students participate in excursions to the tourist attractions of Nur-Sultan, they study prominent tourist destinations of Kazakhstan, and objects of natural and cultural-historical significance (tangible and intangible), inscribed in the UNESCO World Heritage List. Real practical workshops and master classes from the leaders of the tourism and hospitality industry of Kazakhstan (from the specialists of the National Museum, professionals of JSC National Company "Kazakh Tourism" and representatives of UNESCO), demonstrate challenges of tour guiding as a profession and help them to acquire skills of creating and providing a real excursion.

The Certified Internship Programme "Hilton-Astana" is designed to help students to practice principles of hospitality through internship at the one of International chain hotels located in Nur-Sultan city. In 2018, according to the bilateral agreement and cooperation with Hilton-Astana, M.Narikbayev KAZGUU University started an internship programme for students of Tourism and Translation Studies Majors.

In addition to gaining functional job skills, a student has an opportunity to observe a hospitality environment in operation. Improved communication skills, networking with industry professionals, and familiarising themselves with the entire operation will help them to build their own professional path within the hospitality industry.

6B11101 - Hospitality (Full-time, 4 years, 2020 entrants, English speaking groups)														FIBAA	
Course code	Course title	Credit points per semester								Workload		Method of i.e. lecture course, seminar	Form and Duration of Examinations		
		1	2	3	4	5	6	7	8	Hours in class	Hours Self Study				
Semester 1															
General Education Disciplines															
GED 1102	Kazakh / Russian Language (A1, A2, B1, B2, C1)	5								45	105	L/T/S	Final Assignment (Writing task)	40%	
GED 1104	Cambridge English (B1, B2, C1)	10								90	210	L/T/S	Speaking and writing assignments (75 minutes)	40%	
KT 1105	Information and Communication Technologies	5								45	105	L/T/S	Final Project	40%	
GPI I 1106	Global Perspectives and Identity I	4								30	60	L/T/S	Final Essay (Take home assignment)	40%	
GED 1101	Contemporary History of Kazakhstan	5								45	105	L/T/S	Written assignment (75 minutes)	40%	
FK (1)(2)(3)(4)	Physical Education	2								20	40	L/T/S	N/A		
TSOIR (1) (2)	CSI (Creativity. Service. Intelligence)	0								0	0	L/T/S	Community service projects	Pass /Not pass	
Total		31*													
Semester 2															
General Education Disciplines															
GPI II 1107	Global Perspectives and Identity II		4							30	60	L/T/S	Group Project	40%	
GED 1103	Kazakh / Russian Language (A1+, A2+, B1+, B2+, C1+)		5							45	105	L/T/S	Final Assignment (Writing)	40%	
BTS 2203	Basics of Tourism Studies		5							45	105	L/T/S	Source Analysis Paper	40%	
IH 2204	Introduction to Hospitality - M3, M4		5							45	105	L/T/S	Group Project Assignment	40%	
TSOIR (1) (2)	CSI (Creativity. Service. Intelligence)		0							0	0	L/T/S	Community service projects	Pass /Not pass	
FK (1)(2)(3)(4)	Physical Education		2							20	40	L/T/S	N/A		
Basic Disciplines - Core (university) component															
GED 1201	Cambridge English (B1+, B2+, C1+)		10							90	210	L/T/S	Discursive essay with sources	30%	
Total			32*												
Semester 3															
General Education Disciplines															
FK (1)(2)(3)(4)	Physical Education			2						20	40	L/T/S	N/A		
Basic Disciplines - Core (university) component															
ITG 2207	International Tourism Geography		5							45	105	L/T/S	Project (Take home task)	30%	
IATH 2231	Introduction into Accounting for Tourism & Hospitality		5							45	105	L/T/S	Endterm assignment	30%	
BETH 2202	Business English in Tourism and Hospitality		5							45	105	L/T/S	Project Presentation	30%	
RMTH I 2205	Research methods in Tourism & Hospitality I		5							45	105	L/T/S	Source Analysis Paper (Take home task)	40%	
FL I 2209	Foreign Language I (A0,A1)		10							90	210	L/T/S	Speaking and Writing Assignments (75 minutes)	40%	
Total				32*											

Semester 4														
General Education Disciplines														
FK (1)(2)(3)(4)	Physical Education					2				20	40	L/T/S	N/A	
Basic Disciplines - Core (university) component														
RMTH II 2206	Research methods in Tourism & Hospitality II					5				45	105	L/T/S	Source Analysis Paper (Take home task)	40%
TMan 2208	Tourism Management					5				45	105	L/T/S	Group project	40%
FL II 2210	Foreign Language II (A2)					10				90	210	L/T/S	Speaking and Writing Assignments (75 minutes)	40%
Basic Disciplines - elective component														
BWS 2216	Buisness Writing Skills (Kazakh/Russian)					5				45	105	L/T/S	Written assignment (Composing Letter)	30%
CB 2217	Consumer Behaviour - M2, M3					5				45	105	L/T/S	Essay writing (75 minutes)	40%
	Total					33*								
Semester 5														
Basic Disciplines - Core (university) component														
FL III 3211	Foreign Language III (B1) - M2					5				45	105	L/T/S	Speaking and Writing Assignments (75 minutes)	40%
TMar 3214	Tourism Marketing - M3					5				45	105	L/T/S	Written assignment (Take home task)	30%
Basic Disciplines - elective component														
PPTH 3218	Project planning for Tourism & Hospitality					5*				45*	105*	L/T/S	Source Analysis Paper	40%
HRMTH 3219	HR management in Tourism & Hospitality***					5*				45*	105*	L/T/S	Written Assignment (75 minutes)	40%
UT 3220	Urban Tourism					5*				45*	105*	L/T/S	Source Analysis Paper (Take home task)	40%
EE 3221	Eco & Ethnotourism					5				45	105	L/T/S	Project Delivery (75 minutes)	40%
Major Disciplines - university component														
HRM 3301	Hotel and Restaurant Management					5				45	105	L/T/S	Group Project (75 minutes)	30%
ROM 3302	Room Operations Management ***					5				45	105	L/T/S	Final Assignment	30%
Major Disciplines - elective component														
CC 3308	Crosscultural communications - M2					5				45	105	L/T/S	Project delivery (75 minutes)	40%
	Total					30*								

Semester 6														
Basic Disciplines - Core (university) component														
FL IV 3212	Foreign Language IV (B2)						5			45	105	L/T/S	Essay Writing (75 minutes)	40%
CC 3215	Cost control						3			30	60	L/T/S	Written assignment (Take home assignment)	30%
Basic Disciplines - elective component														
RT 3222	Rural tourism						5*			45*	105*	L/T/S	Final Project (Take home task)	40%
ASP 3224	Advertising Strategy and Promotion - M3						5*			45*	105*	L/T/S	Group project (Take home task)	30%
MMTD 3225	Marketing and Management of Tourist Destinations - M3						5			45	105	L/T/S	Source Analysis Paper	30%
TE 3227	Tourism Economics						5*			45*	105*	L/T/S	Course project paper and presentation	40%
TG 3229	Tour guiding - M2						5*			45*	105*	L/T/S	Excursion defence (in groups)	30%
Major Disciplines - university component														
HLO 3305	Hotel Lodging Operations						5			45	105	L/T/S	Project (Take home task)	40%
PRMM 3306	PR & Marketing Management in Tourism & Hospitality - ***, M3						5			45	105	L/T/S	Endterm Essay (Take home task)	20%
CEM 3307	Catering and Event Management - M2						5			45	105	L/T/S	Project Delivery (75 minutes)	40%
Major Disciplines - elective component														
DSH 3309	Delivering service in Hospitality						5*			45*	105*	L/T/S	Group project (Take home task)	40%
TIA 3310	Tourism Industry Analysis						5*			45*	105*	L/T/S	Written assignment (Take home task)	30%
ST 3311	Sustainable Tourism						5*			45*	105*	L/T/S	Source Analysis Paper	30%
NT 3312	Niche Tourism						5			45	105	L/T/S	Written assignment (Take home task)	40%
QSMH 3313	Quality Service Management in Hospitality						5*			45*	105*	L/T/S	Project Delivery (75 minutes)	40%

Semester 7														
Basic Disciplines - Core (university) component														
FL V 4213	Foreign Language V (C1)							5		45	105	L/T/S	Written assignment (75 minutes)	40%
GSM 4319	Guest Satisfaction Management***							5		45	105	L/T/S	Final Assignment (Take home task)	30%
Basic Disciplines - elective component														
CHT 4223	Cultural heritage and Tourism - M2							5*		45*	105*	L/T/S	Project Delivery (75 minutes)	30%
DM 4226	Digital Marketing - M3							5*		45*	105*	L/T/S	Source Analysis Paper (Take home assignment)	40%
TL 4228	Tourism Law							5*		45*	105*	L/T/S	Final assignment (Take home task)	30%
STTH 4230	Sales techniques & Revenue Management							5		45	105	L/T/S	Project delivery (75 minutes)	30%
Major Disciplines - university component														
HBD 4303	Hotel business development***							5		45	105	L/T/S	Group Assignment (Take home task)	40%
FBCO 4304	Food, Beverage & Catering Operations ***							5		45	105	L/T/S	Assignment	30%
Major Disciplines - elective component														
MICET 4314	MICE tourism							5*		45*	105*	L/T/S	Written assignment (75 minutes)	40%
AMM 4315	Arts & Museum Management - M2							5*		45*	105*	L/T/S	Student Exhibition - class project	30%
EITH 4316	Entrepreneurship and Innovation in Tourism & Hospitality							5		45	105	L/T/S	Source Analysis Paper (Take home assignment)	40%
SPAM 4317	SPA management ***							5*		45*	105*	L/T/S	Assignment	40%
HTM 4318	Hotel training management ***							5		45	105	L/T/S	Group assignment (75 minutes)	30%
Total								35*						
Total								35*						
Semester 8														
Internship														
UOP	Introductory Internship													
PP I	Industry based Internship I													
PP II	Industry based Internship II													
	Bachelor's Thesis													
BA	Bachelor's Senior Project (Writing and defending a thesis (project) or passing state exams in two major disciplines)													
Total														
Total		31	32	32	33	30	35	35	20	2015	4645			
L:	Lecture													
S:	Seminar													
T:	Tutorial													

The name of the Programme “Hospitality” was selected for several main reasons. Majoring in Hospitality allows students not to be limited to hotel management or restaurant business solely, but rather to pursue a wide range of career options within the field. Yet, the programme name demonstrates the focus on the Hospitality industry, which distinguishes it from adjacent fields of Leisure Management or Tourism.

Part of the programme is a ten week internship. The internship provides students with an opportunity to grow professionally, identify personal strengths and weaknesses, apply learned theory to practical situations, and gain an appreciation of the role, duties, and responsibilities of the work that the student has chosen as a career. The internship is designed cooperatively with the university, field professionals, and the student to provide an experience that is mutually beneficial to both the Intern and the organisation. An Internship Placement Process Orientation is held to inform senior students of the internship requirements and the placement process procedures. Following this meeting, students are asked to list three to five potential organisations on the “Intent to Intern” form. After completing the form and related materials, the student schedules an individual meeting with the internship coordinator. At this meeting the student’s internship eligibility is determined and possible internship organisations are selected which will meet the student’s professional development objectives and an agreement between the receiving organisation and KAZGUU is signed. At the end of their internship the students have to write an internship report.

The elective disciplines offered within the Hilton-Astana certified programme allow students to master skills relevant to the labor market - courses of Hotel SPA management, Guest Satisfaction Management, Hotel Training Management, HR Management in Tourism and Hospitality, Hotel Business Development, PR and Marketing Management in Tourism and Hospitality, Food, Beverage and Catering Operations, Room Operations Management - all of which help students to acquire essential practical skills which are in demand in the labour market of the Hospitality industry.

The interdisciplinarity of the programme is based on the development of terminology, concepts and methods that are applicable across different fields of study, such as economics, management, hospitality, marketing. The programme curriculum is planned in a way to deliver knowledge that is not reducible to particular disciplines but rather is evolved and developed through various courses over the period of all four years of study.

In addition, the students of the Hospitality programme have an opportunity to receive minors from other KAZGUU Schools. The list of available minors includes: Minor in International Relationships, Minor in Public Relations, Minor in Marketing, Minor in Entrepreneurship. These minors help students to diversify their skills and expand the scope of employment opportunities after graduation to spheres that are not directly related to Hospitality.

Students discuss contemporary debates in ethics of marketing and Introduction to accounting in Tourism on a conceptual as well as practical level to prepare the financial statements in accordance with generally accepted accounting principles and review moral behaviour in tourism and understand the need of order aspects in ethics to empower conduct for ethical culture to produce transparent and useful management statements for the outside users. The framework of each module addresses the impact of codes of ethics, tourism industry standards, regulations and the challenges.

The courses: Research methods in tourism and hospitality I (5 ECTS), Research methods in tourism and hospitality II (5 ECTS), Tourism Industry Analysis (5 ECTS), and Project planning for Tourism & Hospitality (5 ECTS) are of the particular importance for the research methodology in tourism and hospitality, where students are taught how to manage the research question, assemble the evidence, select suitable method(s) of the research and organize the analysis and discussion, dealing with scientific databases, the APA style and

academic accuracy. These skills are necessary for the incubation of research projects in various levels of complexity.

Students are also able:

- to consult with the faculty member on a literature review, specific topic and selected methodology, which intended to improve the learning process and make it easier to comprehend some complex concepts and learning materials.
- to take the initiative in raising problems or difficulties concerning thesis writing, research responsibly and ethically;
- to develop responsibility for the direction and implementation of the research project as it progresses.

Methodological competences and scientific practice are thoroughly trained. Students are equipped with the necessary skills for research-oriented work and for applying those skills in the respective vocational fields. The mastery of the researched skills acquired during the programme is tested during the Senior Project that students submit in their final year of studies.

The mastery of the researched skills acquired during the programme is tested during the Senior Project that students submit in their final year of studies.

The performance of the students in each module is evaluated by various examination forms such as paper based examination, reports, essays, summaries, reflection paper, projects, case-studies or presentations. The format depends upon the learning outcomes of the course and programme objectives and qualification level. Confidentiality is kept during the exam and after it when the instructor assesses the exam and gives feedback. The rules of behaviour during the exams and the consequences of their breach are described in the syllabi.

At KAZGUU School of Liberal Arts, the exam is taken only within the “Contemporary History of Kazakhstan” course. In accordance with the National Standard of Education of the Republic of Kazakhstan for Higher Education, “Contemporary History of Kazakhstan” is a compulsory course, which is delivered in the first year of study and finished with a state exam. The form of the exam and members of the exam board are confirmed by the University Academic and Research Council.

All other courses are based on summative assessment in accordance with which students’ final grade is built upon the grades received during the course. These grades are gained for assignments and have different proportions of final grade.

At the beginning of each semester, the Academic Quality Assurance Committee approves the form of assessments. The form gives information on the types of assessment included in the courses and their proportions of final grade. Moreover, the guidelines, requirements and assessment criteria for exams are provided in the syllabus. Students’ works are evaluated based on those criteria and students receive the feedback that helps them to address the difficulties and improve their further performance.

Regarding the final thesis, to complete the programme students are expected to submit the Senior Project and defend it during VIVA. A Senior Project (SP) is aimed to systematize, consolidate and deepen theoretical and practical knowledge of students, apply this knowledge for solution of specific practical tasks as well as to develop skills of carrying out independent applied investigation. The topics of the SP are suggested by the employers together with programme coordinator, supervisors and graduates during their meetings. Important criteria regarding research into the topic of the degree project are:

- Interdisciplinarity, the choice is made due to the interaction of different disciplines and legal trends;
- Topic correspondence to priority areas of science at KAZGUU approved by the SLA Research and Ethics Committee (hereinafter referred to as REC).
- Potential practical significance of the results of future research.

Methodological recommendations for the Senior Thesis have been elaborated according to the State Compulsory Educational Standards of the higher education approved by the Government of the Republic of Kazakhstan, dated 23 August, 2012 under No. 1080, Standard of Academic programme of the graduate and postgraduate education approved by the Republic of Kazakhstan Government dated October 31, 2018, under No. 604 and included the requirements and norms for completing and presenting the thesis (projects) by bachelor students.

The Senior project guidelines include the requirements to the Bachelor students' final paper together with the recommendations on how to organise the project. Students should use academic English language while writing the Senior Project and give well-reasoned and scientifically based ideas and suggestions. The SP is carried out in groups (up to four students), in compliance with the academic workload standards of M. Narikbayev KAZGUU University. Implementation of a graduate project in groups helps to assess such additional skills as teamwork, ability to manage group work, ability to define and to use their strengths to achieve common goals, etc. Every student passes all SLA ethical review procedures and needs to meet all the requirements to complete the Senior project. The recommended size of the SP at the level of a bachelor's degree includes approximately 6,000 to 8,000 words in length, excluding endnotes, tables, appendices, and bibliography. Each SP should meet the requirements stated in special sections of the guidelines. Thesis is supervised by the School of Liberal Arts faculty members. A principal supervisor is appointed to each student by the decision SLA REC. The supervisor oversees the design and implementation of the SP, as well as the SP writing process. In the event of the departure or absence of the supervisor or in the event of an irreconcilable breakdown in the supervisory relationship between supervisor and undergraduate, another faculty member will take over the main supervisory role by the decision of SLA REC.

Appraisal:

The panel formed the view that the content of the modules generally reflects the intended learning outcomes. The minors, quite traditional, meet the needs of the market and enhance the graduates' employability. The degree and programme name correspond to the contents of the curriculum and the programme objectives.

Integration of theory and practice is ensured through both internships as well as the use of practical examples in classes and during guest lectures. The panel appreciates the internships, because especially in Hospitality and Tourism, the practice is very important. Thus, they encourage the university to prolong the internship after the second year. Ethical implications are appropriately communicated in several courses.

The content of the curriculum, which combines marketing, management, economics, business, as well as different multidisciplinary skills reveals the promotion of students' interdisciplinary thinking.

Students acquire methodological competences and are enabled to do scientific work on the required level. During the online conference the panel learned that KAZGUU's goal is a transformation from a teaching to a research university. Given this goal, the panel

encourages the University/ the School to hire more faculty with corresponding experience in research and thus, enhance the integration of research results in classes.

All exams, as they are defined for the modules, are suited in format and content to ascertain the intended learning outcomes. The requirements are in accordance with the desired qualification level. The exams are characterised by a wide variety of test formats. The final theses are evaluated based on previously published and coherently applied criteria, rules, and procedures. The students prove, especially in their thesis, their ability to do scientific work and the achievement of the study programme's qualification objectives. The panel appreciate the assessed theses and the possibility to do a group thesis improving the student's additional skills. However, they encourage the university to develop further the thesis guideline even more oriented on the international standards in terms of length (characters) and in order to set out the individual contribution of each student to the group thesis. This recommendation goes along with the university's transformation goal. The university stated that, so far, completely agree with the recommendations regarding the final thesis. New criteria of assessment will be designed which will assess the individual contribution of each student to the group thesis. Moreover, the length of the thesis will be extended to provide more scope for each student to write their part.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.1 Contents					
3.1.1* Logic and conceptual coherence (Asterisk Criterion)			X		
3.1.2* Rationale for degree and programme name (Asterisk Criterion)			X		
3.1.3* Integration of theory and practice (Asterisk Criterion)			X		
3.1.4 Interdisciplinary thinking			X		
3.1.5 Ethical aspects			X		
3.1.6* Methods and scientific practice (Asterisk Criterion)			X		
3.1.7* Examination and final thesis (Asterisk Criterion)			X		

3.2 Structure

Projected study time	4 years, 8 semesters
Number of Credit Points (CP)	248
Workload per CP	30
Number of modules	10
Time required for processing the final thesis and awarded CP	12 ECTS credits (360 hours)
Number of contact hours (For MBA programmes: Please describe in which way the substantial proportion of structured contact according to the EQUAL MBA Guidelines is ensured.)	2015

The duration of the Hospitality programme is 4 years, each year consists of 2 semesters. Upon completion of the programme students acquire 248 ECTS credits. One semester

incorporates 30-35 ECTS credits, except for the 8th semester which incorporates 20 credits (8 for internship and 12 for senior projects). The programme is divided according to the units of basic core disciplines, basic elective disciplines, major core and major elective disciplines, as well as general education disciplines. In addition students undertake educational internship, industry-based internship, and on-the-job training (12 ECTS credits overall), and 12 credits are allocated for the final bachelor senior project. If students enter the programme after college, they study 3 years and complete the programme after acquiring 192 ECTS credits.

KAZGUU Academic Policy explains ECTS adopted by Kazakhstan in 2019 and stipulated by the SCES. Study workload is calculated in ECTS. The vast majority of the courses are appointed as 5 ECTS courses. Instructors are requested to design their courses to ensure the course workload corresponds to 5 ECTS in accordance with the ECTS Users' Guide. ECTS credits for thesis writing-up and defence and internship are assigned based on SCEC requirements.

According to the regulation, the recommended workload of a full-time student during the academic year is 60 ECTS, which on average corresponds to 1800 hours per year (30 hours per one ECTS credit); the actual time to complete learning outcomes may vary. Study regulations are defined at both university and SLA level and published within the University Academic Policy and the SLA Catalogue available for students at the Student Service Centre webpage. From 2018/2019 the exam regulations are defined by the Examination Regulations published at Canvas.

The University Academic Policy was revised and approved by the decision of the University Academic and Research Council (minutes No. 10 of August 15, 2019). Section 2.1. describes the study regulations and corresponding policies: autumn, spring, winter and summer terms, attendance policy, official means of communications (Platonus for course registration, Canvas serving as a mean for communication between instructor and students, and Outlook), Student Service Centre, marking and grading system, ECTS and study workload.

Most of the regulations are adopted based on the MES requirements, such as ECTS and study workload. Other regulations are developed under the Association of HEIs "Academic Integrity League" (<https://www.adaldyq.kz/>). The League was initiated by KAZGUU University in 2018 and currently includes eleven university-members. The League requires its member to integrate the academic integrity principles and practices and strictly follow them. For example, these principles include routine plagiarism check of all written works, provision and guarantee of the quality of education under the principle "only the best students should get a degree awarded". The latter is expected to be achieved through a "bell-curve" grading system. The bell curve is documented by the KAZGUU Academic Policy. According to the Policy, it is "a method of assigning grades to students based on their relative performance in comparison to classmates' performance" used to "analyse the quality of teaching and grading". It obliges an instructor to keep the percentage of the grades within the defined interval, for example, there should not be more than 10% of "A" grades; not less than 25% ± 5% of "B+", "B" and "B-" grades; not less than 30% ± 5% of "C+", "C" and "C-" grades; not less than 25% ± 5% of "D+" and "D" grades; and not less than 10% ± 5% of fails. In case of a deviation, the Policy requires to initiate "a personal hearing of the case in order to assess the quality of teaching of particular instructor", which could lead to an instructor's dismissal and cancellations of the results of an exam. All KAZGUU University instructors are "obliged to ensure the methodological diversity of assignments and exams that allows differentiated assessment of students taking a course".

The “bell-curve” grading policy was introduced at KAZGUU in 2018 as a recommendation and imposed as a requirement from Spring 2020. The policy does not apply to courses taught in small groups (less than 30 students) and the courses covering the content of the professional accreditations (ACCA, CFA, ICAEW, CIMA). Generally, the SLA faculty shares opinion that the grading should not be mechanical and the main criteria for grading should be an achievement of the course learning outcomes. To analyze the quality of teaching and grading, a normal distribution diagram is constructed. When assessing all assignments and exams, instructors adhere to the ratios, indicated in the table below, except for small classes (less than 30 students) and courses included in certification programs (ACCA, CFA, FRM, CIMA, HRCI, etc.):

		(%)		
A	4.0	95-100	Excellent	A candidate shows the mastery of content at the highest level of the academic programme. This grade clearly shows an outstanding performance in critical and independent thinking, analysis, and synthesis.
A-	3.67	90-94		
B+	3.33	85-89	Good	A candidate shows a very good level of academic performance. These grades indicate a good academic programme, a good performance in critical thinking, analysis, and synthesis.
B	3.0	80-84		
B-	2.67	75-79		
C+	2.33	70-74	Satisfactory	A candidate demonstrates a poor level of academic achievement. This assessment indicates a partial mastery of critical thinking skills.
C	2.0	65-69		
C-	1.67	60-64		
D+	1.33	55-59		
D	1.0	50-54	Unsatisfactory	A candidate demonstrates a poor level of the academic programme. These grades indicate a partial or some level of performance in authenticity, partial performance in critical thinking, analysis, and synthesis.
FX	0.5	25-49		
F	0	0-24		A candidate poorly demonstrates a very low level of the academic programme. This grade signifies a seriously deficient performance in authenticity, deficient performance in critical thinking, analysis, and synthesis.
P	-	-	Pass	<p>Full-time students who are not on an academic probation may, with the permission of the Committee on Academic Quality, choose elective discipline with a grade of “P”.</p> <p>The maximum number of credits for the entire training period is 10 ECTS .</p> <p>Grades “pass”/“fail” do not have an expression in points and is not taken into account when calculating the GPA.</p> <p>Credits in the discipline in the case of obtaining a grade of “P” are counted.</p>
PF	-	-	Not pass	Credits in the discipline in the case of obtaining a grade of “PF” are not counted.

This information is articulated in the KAZGUU Academic Policy and each course syllabus. The final total mark is calculated as a weighted average based on semester quizzes, midterms (1-3), participation, attendance and final exam. An instructor independently assigns the weights and the number and type of assignments according to course learning outcomes and in agreement with the corresponding Programme Coordinator. The final total mark calculation scheme must be shown at a course syllabus.

KAZGUU Examination Regulations set rules and procedures, such as examinations’ forms, deadlines, Examiners and Board of Examiners, Evaluation Criteria, Appeal Procedure, for all examinations including the State Exit Exam.

In 2019, the KAZGUU University adopted the Policy for Inclusive Education. The Policy states that the University provides equal opportunities to all students and demonstrates zero tolerance towards any form of discrimination. Specifically, the Policy defines the inclusion of the students with special educational needs.

In 2016, KAZGUU has founded the Corporate Fund “KAZGUU Endowment”. The aim of the Fund is to consolidate external financial resources to fund the university’s research, social, and infrastructure projects. For example, a number of classrooms have been refurbished thanks to financial support from Kazakhstani banks and international investors. Additionally, the Fund supports students in need through charitable assistance. Students eligible for support:

- students from single-parent families;
- students from multi-member families (4 or more children in a family);
- students from low-income families with confirmed status;
- orphans and children left behind;
- students with special needs;
- students whose parent(s) are those with special needs or retirees

The table below displays the total amount of financial support provided to the eligible SLA students by the “KAZGUU Endowment”:

Table 13. Number of students receiving discounts (2015-2020)

Academic Year	Number of student
2015-2016	10 students - 10% discount; 7 students - 20% discount; 1 student - 100% grant.
2016-2017	1 student - 5% discount; 6 students - 10% discount; 1 student - 15% discount; 9 students - 20% discount; 7 students - 100% grant.
2017-2018	6 students - 10% discount; 4 students - 20% discount; 2 students - 50% discount.
2018-2019	11 students - 7% discount; 4 students - 10% discount; 4 students - 50% discount; 1 student - 100% grant.
2019-2020	6 students - 10% discount in the amount of 418 475 tenge; 7 students - 99% discount in the amount of 5,725,161 tenge.

The Tourism programme was designed in such a way that students have a chance to complete 2 minors in the framework of their programme without exceeding their workload. Students can find information on their minors with the list of learning outcomes, prerequisites, core and elective courses in their Academic Catalog. The Academic Catalog of the School of Liberal Arts contains information on all courses of the programme with defined prerequisites

which ensures that students have the required prior knowledge to complete the course successfully and provides a smooth transition from basic to more advanced knowledge and skills.

In terms of the distribution and frequency of examination, most of the programme courses follow summative assessment and distribute assignments evenly throughout 15 weeks of the semester. Students accumulate their final grade gradually starting from their first assignment to the final assessment. In accordance with the MES requirements the eighth semester is organized to be free of classes and only the internship along with thesis preparation is allowed to be allocated upon it (12 credits for Senior Project + 8 credits for internship). 12 ECTS credits (360 hours) are allocated for their final bachelor senior project, the amount of which is appropriate to do literature review, design research tools, collect and analyze data, format and present the project.

The main criterion of successful completion of the programme is the acquisition of 248 ECTS credits. When reviewing the workload, the Programme Coordinator takes into account the results of the survey on students' satisfaction with the educational programme and the programme's success rate. In autumn semester 2020, the School conducted the survey among students of the Tourism undergraduate program. The survey was conducted by the Academic Quality Assurance Committee through the link that students get via email. According to the survey conducted, 76% of students agreed that the education programme is logically structured, while about 4% disagreed. 73% of students indicated that they are satisfied with their schedule, while 19% are not satisfied. Based on results, QAC assessed the study workload of the programme as adequate.

Appraisal:

The programme structure supports the smooth implementation of the curriculum and helps students to reach the defined learning outcomes. The programme consists of courses and assigns ECTS credits per course on the basis of the necessary student workload. Internships are designed and integrated in such a way that ECTS credits can be acquired. The course descriptions provide detailed descriptions of intended learning outcomes and the information defined in the ECTS Users' Guide.

There are legally binding study and exam regulations which contain all necessary rules and procedures and take into account, where applicable, national requirements. The study programme is designed so that students can study for a certain time at other HEIs or do internships without any extension of their overall study time. The recognition of degrees and periods of study at other HEIs is regulated in accordance with the Lisbon Recognition Convention; the recognition of periods of practical work – insofar intended – is also clearly defined. The diploma supplement contains the grading system and a grade distribution table.

The feasibility of the study programme's workload is ensured by a suitable curriculum design, by a plausible calculation of workload, by an adequate number and frequency of examinations, by appropriate support services as well as academic and general student counselling.

The HEI ensures gender equality and non-discrimination. Students with disabilities are provided with affirmative actions concerning time and formal standards/requirements throughout the programme and examinations. Students in special circumstances, such as single parents, foreign students, students with a migration background and/or from so-called non-academic backgrounds, are particularly assisted.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2	Structure				
3.2.1*	Modular structure of the study programme (Asterisk Criterion)		X		
3.2.2*	Study and exam regulations (Asterisk Criterion)		X		
3.2.3*	Feasibility of study workload (Asterisk Criterion)		X		
3.2.4	Equality of opportunity		X		

3.3 Didactical concept

Each instructor independently develops their didactic materials except for the required courses for which the joint development of syllabus, exam and other assignments by the group of instructors teaching one course is recommended. Each course syllabus defines course objectives and learning outcomes and designs the programme and list of assignments in accordance with them. At the beginning of semester the syllabus is reviewed by the AQAC. At the end of semester instructors have a chance to evaluate how well the course programme and chosen didactical methods achieved stated objectives and how efficiently the assignment helped to achieve learning outcomes when submitting the course evaluation form.

An important part of the programme studies involves group discussions, exchanging experiences with teaching faculty and other students on various issues beyond the module topics. This so-called networking opportunity is highly encouraged by both the students and teaching faculty. Instructors are encouraged not to limit their classes to lectures only but to use interactive techniques of student engagement and different types of conducting the class instead. For example, lecture-conference, lecture-conversation and seminars, debates. In addition, various types of assignments are encouraged depending on course objectives and learning outcomes: projects, case studies, presentations, reflections, comparative study, sightseeing cards, excursion defense. Overall, the courses are organized with the focus on student-centered learning. The Senior Project is designed as a practical work in which students can apply their knowledge and skills to solve the “real-life” issue to prepare them for future jobs. An important part of the didactical approach used is presented by guest lectures and events organized as part of the course.

The courses are structured in modules or weeks (depending on instructor’s preferences) and uploaded into the Canvas learning management system for effective use for both parties. In Canvas LMS teachers (instructors) publish and manage their courses (post syllabus, including expected learning outcomes and assessment criteria, upload video and text materials connected to the study course, distribute the weight of assignments and quizzes, etc.), check students’ homework (these works may be checked through similarity detection system “Turnitin”), keeps track of academic performance and attendance, communicates with students, etc. Students have access to the syllabus, study materials, look through the gradebook, calendar and other materials, communicate with teachers, submit homework, pass quizzes, etc. The use of this system enhances the academic process and proved to be efficient in the context of online learning during the pandemic in 2020.

The SLA supports its academic staff to diversify teaching methods used. For instance, during the 2019/20 academic year two didactical events were conducted: Workshop “CLIL”, October, 2019; “Inclusive Education”, October, 2019 with the assistance of partners from Leiden University, Netherlands. Moreover, annually the SLA organizes Winter Schools of

pedagogical excellence where lecturers are able to discuss and share their skills and practices.

The learning materials are the area of responsibility for the teaching faculty who delivers classes. All learning materials are regularly updated and also available for students during their studies in the electronic format. The learning materials give the students different points of view including approaches, solutions to different academic aspects, vision from various angles. This enables a certain degree of versatility and avoids sticking to one theory or one opinion.

Course materials might include (but not limited to): syllabus which is developed by instructors themselves; textbooks, scientific and academic articles, cases; lecture notes/theses; class plan or outline; presentations, videos, interactive tools; additional materials: quizzes, exams. According to the KAZGUU Academic Policy, instructors are required to upload all course materials (syllabus, lectures' presentations/notes, textbook (if appropriate), case-studies, assignments, etc.) to Canvas LMS, to provide availability for all students registered to the course. The Programme Coordinator has an individual access to Canvas and must review all course materials every semester to assure their relevance and quality. The literature recommended by the instructor shall be up-to-date and published at least during the last ten years (with the exception of specified disciplines such as History or Philosophy).

KAZGUU encourages the teaching faculty to invite guest lecturers to their class as they represent employers. Through bringing fresh and first hand cases to the class, they enhance students' industry insights and increase their employability. The School took into consideration the recommendation of the panel in previous accreditation and made an effort to invite more representatives of the different branches. The list of guest lecturers includes company representatives, public authorities, and international professors mainly from the tourism sector but also those who shared their experience in leadership and soft skills. Additionally, Tourism programme students can attend guest lectures organized by other departments and Schools, which are announced on the official website and social media accounts.

The KAZGUU University often organises specific events such as Job Fairs, presentations from partners, meetings with alumni. On April 28, 2018, KAZGUU University together with Hilton Astana held a series of master classes for students, graduates and undergraduates throughout Astana as part of the "Job Fair 2018". The event was held in an interesting format – each "station" was presenting different departments of the hotel, so moving from one station to another, students got acquainted with all operations and functions of the modern hotel. On June 3, 2019, the Hilton-Astana Hotel hosted an Award ceremony event for students of "Tourism" and "Translation" Majors of KAZGUU University, who successfully completed the internship program Hilton-Astana. On October 9, 2019, the presentation of the Sheraton Nur-Sultan Downtown Hotel was held at the KAZGUU University. The representatives of the hotel talked about the Marriott company, provided information about the future of the Sheraton hotel, as well as talked about career opportunities.

On October 25, 2019, was organised the Alumni Career Talks, where KAZGUU alumni shared their experience and gave practical advice that they themselves would have used at the University. Among the speakers was a graduate of Tourism Major'2018 - Sarmanova Aizhan, who shared her experience of working as a Guest Service Agent at Hilton Astana. On November 29, 2019, a presentation of Air Astana was held at the University of KAZGUU named after M. Narikbayev, where representatives spoke in more detail about the advantages of working both in the ground handling department and in the marketing and sales departments. Students discovered that they have an opportunity to complete an

internship for the period of 4 months in this company, with the possibility of further employment.

The position of the lecturing tutor is not common in the post-soviet countries, including Kazakhstan. Moreover, strict MES regulations do not assume such positions, requiring at the same time a narrow range of teaching-related jobs. According to the MES requirements, the position of the professor's assistant could be occupied by a person with a degree not less than the Master's. In accordance with the KAZGUU regulations, one instructor totally covers all course-related activities, and the help of an assistant is normally not provided. SLA assistants can help the instructors with some organisational activities, such as proctoring during the exams, printing class or exam materials, preparing the classroom, etc.

Appraisal:

The didactical concept of the study programme is described, plausible, and oriented towards the programme objectives. It allows for the application of different teaching and learning methods, such as, for instance, case studies or team projects. Students are encouraged to take an active role in creating the learning process.

The accompanying course materials are oriented towards the intended learning outcomes and correspond to the required qualification level. They are mainly up to date and digitally accessible for the students. However, some materials and course descriptions are outdated regarding literature, the panel recommends to revise them. The panel recommends SLA to take attention to this and ensure that all course descriptions contain information on required literature with strong focus on latest international releases.

Guest lecturers are invited and contribute to the students' qualification process with their experience. The panel recommends to invite more programme-specific guest lecturers.

Since the position of the lecturing tutor is not common in Kazakhstan, this criterion is assessed as not relevant.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.3 Didactical concept					
3.3.1* Logic and plausibility of the didactical concept (Asterisk Criterion)			X		
3.3.2* Course materials (Asterisk Criterion)			X		
3.3.3 Guest lecturers			X		
3.3.4 Lecturing tutors			X		

3.4 Internationality

Internationality is ensured in different directions, including English language of teaching, up-to-date literature and materials in English, access to the library and databases with the most recent publications, teaching of international content, international students and lecturers with international background.

In addition to the English language, students master a second foreign language of their choice (French, Spanish, German, Italian, or Chinese) throughout their study and improve their level from A1 to C1 in order to become a linguist who has deep knowledge of two foreign languages and is more competitive on the labour market.

Appraisal:

The programme contains international contents, corresponding English literature as well as English language courses. The international academic experience of the faculty staff, proven in the CV's, promotes the acquisition of international competencies and skills.

The panel welcomes the international experience of faculty staff and sees potential that SLA might invite also more foreign professors for teaching for a longer term. This would promote students' intercultural competences.

Regarding the international composition of the student body, it must be seen in the context of Kazakhstan and KAZGUU's main target group, which consists rather of national students. SLA has put efforts in increasing the numbers of student body by switching to English as medium of instruction, by creating collaboration with foreign HEIs and promotion of academic mobility. This is a good framework for attracting international students. However, the number of international students is not given. Thus, it still might develop in the right direction

Lectures and course materials for the programme are completely in English. Internationality is clearly a key element of the SLA and thus study programmes' profile.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.4 Internationality					
3.4.1* International contents and intercultural aspects (Asterisk Criterion)			x		
3.4.2 Internationality of the student body				x	
3.4.3 Internationality of faculty			x		
3.4.4 Foreign language contents		x			

3.5 Multidisciplinary competences and skills (Asterisk Criterion)

Soft skills including communication skills, teamwork, conflict resolution, and public-speaking skills are practiced throughout the whole period of studies in various disciplines via various didactical methods.

Primarily, language courses (English, Kazakh/Russian and second foreign language) are designed to develop practical skills. During those courses students not only learn grammar and punctuation rules or expand their vocabulary, but also, they practice public-speaking by preparing speeches, presentations and projects.

Secondly, both general education disciplines as well as specialized courses include group project assessments. This exercise helps students to develop their organizational skills, teamwork, time-management, conflict resolution, project management and other collaboration and communication skills.

Appraisal:

Content and learning outcomes of the curriculum and the didactical and methodological measures show that the students can acquire multidisciplinary competencies and skills. This is supported by means of suitable didactical and methodological measures.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.5* Multidisciplinary competences and skills (Asterisk Criterion)			x		

3.6 Skills for employment / Employability (Asterisk Criterion)

The programme offers a wide array of employment opportunities for students upon graduation as it trains a multidisciplinary broad-profile professionals who will have specialization in tourism and related industries, hotel and restaurant business and management, marketing, event-organization, governmental and nongovernmental institutions, as well as research institutions in Kazakhstan and abroad.

12 ECTS credits are allocated for the internship in the Tourism programme. Students of the programme have their educational internship in their first year of study, the main aim of which is to enable them to build a career plan and develop initial practical skills forming their future professional competences.

In their third year students have an industry-based internship, which is aimed at their vocational training, the development of their critical thinking skills, and the formation of self-learning and self-development skills. The internship provides students with the opportunity to be involved in professional activities depending on the Minor programme being studied.

The final on-the-job training in their 4-year provides students with their first extensive practical experience and potential employment upon successful completion of the programme.

Guest lecturers are invited to share their expertise, talk about the skills required in the modern labour market and offer advice on how to develop professionally. Leading experts in the field of tourism industry talk about the skills required in the modern labour market and offer advice on how to develop professionally. Students also gain practical tips on writing a successful CV from the experts. Guest lectures serve as a way of building a network of professional contacts for students as the experts are open to provide assistance and support.

School of Liberal Arts has the cooperation agreements with a number of tourist companies, associations, and bureaus where students can familiarise themselves with the activities of an organization and practise hard and soft skills related to their future profession. In particular, 3rd and 4th year students do 2 to 7 week-internships in organizations with the possibility of subsequent employment.

In addition, during the programme students have a chance to choose at least two minors under the programme. This in turn can guarantee students to become more competitive in the labour market. Well-developed level of the second language proficiency similarly increases their competitiveness and strengthens their profile.

Appraisal:

The panel welcomes the internships integrated in the curriculum as well as the minors and considers it as beneficial for students' professional orientation.

SLA has a strong focus on employability and its programmes are oriented towards developing working skills for students to strengthen their employability. All its programme are strong-linked to the cooperating companies by providing internship places, developing further

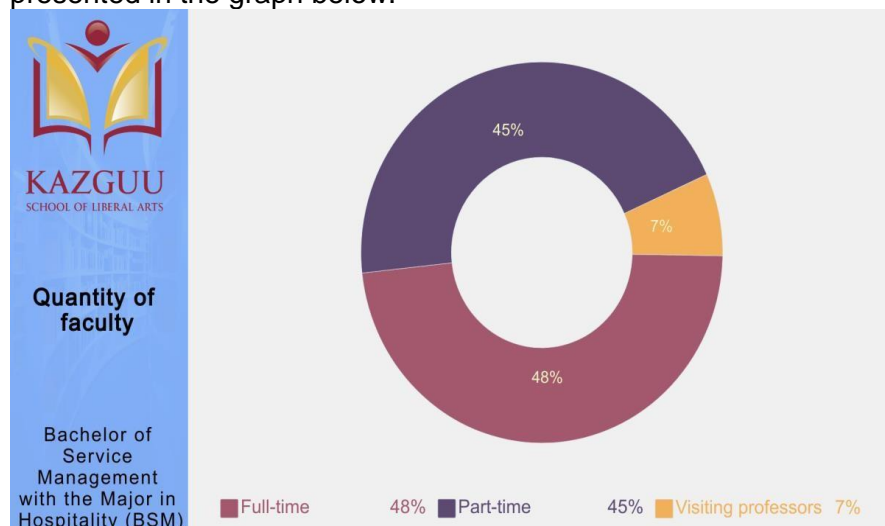
programme’s content, especially the electives. The panel is confident that the newly launched programme Hospitality will benefit from these aspects, too.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.6* Skills for employment / Employability (Asterisk Criterion)			x		

4. Academic environment and framework conditions

4.1 Faculty

Currently there are 17 full-time faculty staff for the Tourism programme, 16 part-time staff members and 2 visiting professors who teach certain courses according to their practical experiences and expertise in the field of tourism industry. The ratio faculty members is presented in the graph below:



Most of the instructors hold a degree from foreign universities or have international professional experience. By inviting part-time lecturers the School strives to give essential practical skills to students, which coincides with the programme objectives, so that they can gain firsthand experience and knowledge from the industry experts. Invited instructors and lecturers mainly teach the courses related to their sphere of expertise and in which they have demonstrated significant achievements.

For instance, hotel management was taught by the director of the sales and marketing department of Hilton Garden Astana, who has an appropriate educational background (University Centre “Cesar Ritz”, Brig, Switzerland) and also work experience in different international hotel chains. Solving real cases from the operation system of the hotel, helps students to emerge deeply into the operation process of the hotel. The programme curriculum implies a wide range of tourism specialized disciplines. In order to meet curriculum requirements and learning outcomes, practitioners from the field are regularly invited as part-time lecturers and the composition of teaching staff constantly increases and evolves.

Many instructors in the programme are part-timers and some of them are new to teaching and the academic environment, the School and Programme Coordinator provide constant support and help them to adapt and strengthen their pedagogical skills for teaching. They have access to University facilities, including library and electronic databases. At the beginning of semester a series of workshops is organized to introduce the University procedures and regulations, and also to demonstrate the programme functions in Canvas LMS, Platonus. Instructors have access to workshops on pedagogical and didactic methodology organized by the School and are encouraged to seek additional resources that might help them enhance their teaching methods.

The recruitment process follows the policy of the University. The university monitors the academic requirements of the teaching faculty concerning the compliance with respective requirements including pedagogy and teaching activities.

The overall policy is framed by the Law on Education granting the HEIs the freedom for hiring policies. The Faculty Qualification and Appointment Criteria distinguish between requirements for Academically (AQ) and Professionally Qualified (PQ) status.

To qualify for an AQ status and be eligible to teach in the undergraduate programme a faculty member should possess:

- A PhD degree from an internationally recognised university
- At least one published article in internationally recognised journals, such as Emerald journals, Springer journals, Interdisciplinary journals.

To qualify for the PQ status at the undergraduate level a faculty must produce the following:

- At least a Master's degree from an internationally recognised university.
- At least five years of industry experience.
- Internationally recognised professional certifications.
- Be a member of professional organisations (optional).
- Ability to teach in English.
- Active consulting practice.
- Working with relevant community organisations

The Programme coordinator verifies the qualifications of the faculty members during the process of competitive selection, examines the CVs of applicants, their professional experience and achievements, and any other additional information they might provide.

The internal collaboration involves both the work of academic programme coordinator, Office of Academic Advisers, Internship, Career and Employment Centre, Academic Quality Assurance Committee (hereinafter QAC), Research and Ethics Committee and professors, lecturers, instructors inside the School. In addition, all above mentioned stakeholders collaborate with university units to assure the quality of academic services. The cooperation inside the school and outside is described in the business process section that can be found on KAZGUU SLA website.

Academic programme coordinator is in charge of developing course modules, which are then reviewed by potential employers. After that, course modules and course syllabi are discussed at QAC, which aims to monitor the course content to meet academic programme objectives and learning outcomes. Course syllabi are designed by professors and lecturers appointed by academic programme coordinators or department coordinators. Despite the fact that one person is responsible for syllabus design, both the content of syllabi and assessment criteria are discussed by the group of lecturers. The given group works at the selection of materials, course schedule, development of course objectives and learning outcomes, which align the programme outcomes, development of assessment criteria and recommendations for graded assignments.

At the moment, KAZGUU SLA actively recruits potential employers to read disciplines for students. These specialists are also involved in course module development, which helps to assure the hands-on connection between course content and real-life practice. In addition, school lectures are currently involved in making video content, which is successfully integrated into the course program.

There is no module evaluation, but the evaluation of the whole course at the end of the semester. The course is evaluated by faculty, who report their course reflection in Course Management Forms.

Any issues that arise during the course delivery are addressed by the academic programme coordinator and other stakeholders. In case of course enrollment issues, students apply to

their correspondent advisor. If students somehow disagree with their grades, they apply to the school directory via university students' center to appeal the results of their assignments. Furthermore, a programme or department coordinator assigns an appeal committee, which consists of faculty teaching the same course. The given committee discusses students' appeals, rebuts or satisfies them. In terms of academic integrity issues, faculty or students apply to the Research and Ethics Committee.

To conclude, KAZGUU School of Liberal Arts involves all necessary persons and units to deliver a quality academic process. All course syllabi are designed and checked by the corresponding faculty.

Students' support by the faculty is provided within office hours in accordance with the schedule approved. Office hours' information is given in each syllabus. Additional consultancy might be provided by the faculty by appointment if needed. Consultations via email and Canvas could also be provided.

Appraisal:

The structure and number of the faculty correspond to the programme requirements and ensure that the students reach the intended qualification objectives. The faculty's composition, consisting of full-time and part-time lecturers, guarantees that both the academic standards and the requirements of professional practice are satisfied. The faculty members have above-average business experience and use them in their teaching activities.

The School verifies the academic as well as pedagogical and didactical qualifications of the faculty members by means of an established procedure and in line with the University's regulations. Specific measures for the further qualification of the faculty members are implemented. For example, during the online conference the faculty staff confirmed that e.g. in 2020, several training seminars and webinars were held for faculty members on methodological aspects of online teaching.

Internal collaboration and coordination is ensured by the programme's coordinator and can be seen in the meetings of the teaching staff. The faculty members cooperate with each other for the purpose of tuning the modules towards the overall qualification objectives. As affirmed by students of the programme during the online conference, the counselling of students by teaching staff is intensive. Student support is an integral part of the services provided by the full-time and part-time faculty. The lecturers are available for the students outside specified office hours as well and e-mails are answered fairly quickly. Hence, the students are "fully content" with the support they receive by the faculty.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.1 Faculty					
4.1.1* Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			X		
4.1.2* Academic qualification of faculty (Asterisk Criterion)			X		
4.1.3* Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4 Practical business experience of faculty		X			
4.1.5* Internal cooperation (Asterisk Criterion)		X			
4.1.6* Student support by the faculty (Asterisk Criterion)		X			
4.1.7(*) Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					X

4.2 Programme management

The programme director (coordinator) coordinates the activities of everyone involved in the programme and ensures that the programme runs smoothly. This is an independent position that cooperates with QAC, Business Council, Dean, stakeholders, and other parties concerned. The programme director develops positive working relationships with the faculty, students and staff and serves as a resource person and connecting link between interested parties. The main job responsibilities of the programme director include:

- examining the educational market, studying the most recent trends, and designing the strategy for development of the educational programme;
- developing and updating the curriculum in accordance with the state and international standards and employers' demands;
- distributing the teaching load among faculty and monitoring their quality delivery of the learning process;
- contributes to programme faculty recruiting and selection process;
- controlling the process of development of the course syllabi, course materials, assessment methods;
- analyzing academic performance of students of the programme and their success rate to make necessary adaptations and improvements in the programme;
- promoting cooperation with organizations and companies which can be potential employers for the graduates;
- establishing communication with foreign higher educational institutions to promote internationalization, academic and staff mobility, dual-degree programmes and minors;
- organizing the work of the Business Council and involving more experts and highly-qualified specialists from the field to contribute to the development of the programme;

The programme director is committed to enhancing the quality of the programme, ensuring effective implementation of the programme delivery and evaluating its organizational performance to keep leading positions in the educational market. Thus, the programme director successfully takes initiatives to promote the systematic development of the study programme in a manner which includes all relevant groups.

Faculty members and students are supported by the administration in the organisation of the study programme. Administration acts as a service provider for students and faculty and

makes all necessary accommodations to ensure an effective and efficient learning process. Administration of the School of Liberal Arts has the following structure:

- Director of the School (Dean)
- Vice Director (Dean) for undergraduate studies
- Programme Coordinator
- Department Coordinator
- Manager for Internal Affairs
- Manager for External Affairs
- Advising Office
- Internship, Career and Employment Centre
- SLA Business Council
- Academic Quality Assurance Committee
- Research and Ethics Committee
- School Assistant

All faculty members and students are involved in the decision-making processes where their areas of work are involved through their participation in the School Committees. The Academic Quality Assurance Committee consists of the selected faculty members of different departments of the School and a student representative. The same is applied to the Research and Ethics Committee. Top administration does not have a vote in the decision-making processes of the Committee, thus there is no external pressure, and faculty and students are able to make the decisions independently.

To ensure the prompt consideration of applications and transparency of documents, the electronic document management system has been introduced at M.Narikbayev KAZGUU University. All official appeals (including complaints) are submitted by students electronically to the Student Service Centre via Smart KAZGUU in 3 steps. Step 1: Students may submit academic enquiries to SLA QAC ,appeals addressed to the SLA director, applications of ethical nature to SLA REC. Step 2: Chairpersons of the Committees receive these applications via 1C and present them for consideration. Step 3: Chairpersons of the Committees respond to these applications via 1C, with an indication of the Committee's resolution. The conceptual idea of the Student Service Centre is that the students can address any issues related to the learning process at the University and get appropriate assistance. To make the process more efficient an application Smart KAZGUU was developed which allows students to submit academic, financial, or social enquiries and order necessary documents. The relevant bodies review and respond to applications within 5 working days. Students receive notification of the decision to their emails.

All standards, policies, procedures, academic calendar and other documents regulating the educational activities of M.Narikbayev KAZGUU University are published on the university website <http://kazguu.kz>. Faculty and students are encouraged to check incoming mail and messages in information systems daily to keep up-to-date with any changes and news.

If there are some issues which cannot be handled via M.Narikbayev KAZGUU University application, faculty and students can approach the School Director or Provost directly by writing to their emails which are also available on the university website.

Appraisal:

The programme coordinator coordinates the activities of everyone involved in the programme and ensures that the programme runs smoothly. Faculty members and students are supported by the administration in the organisation of the study programme. During the online conference the panel talked to several persons from administration providing students

academic and non-academic support and formed the view that sufficient administrative staff is available. Decision-making processes, authority, and responsibilities are clearly defined.

Teachers and students are included in the decision-making processes where their areas of work are involved. KAZGUU offers the administrative staff opportunities for continuous professional development.

Out of the online conference- especially in the interviews with students, teaching and administrative staff and the business partners- the panel was impressed by the whole management of the programme`s daily business which leads to a full- service provision for the students.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2 Programme management					
4.2.1* Programme Director (Asterisk Criterion)		X			
4.2.2 Process organisation and administrative support for students and faculty		X			

4.3 Cooperation and partnerships

Partnership with academic institutions has become a high-profile issue engaging an increasing number of students and staff. KAZGUU and SLA have signed several partnership agreements with HEIs abroad. Some of them gave grounding to develop dual degree and academic mobility.

Moreover, KAZGUU has signed several partnership agreements for academic mobility (students, teachers, administrative staff, joint projects, R&D purpose) with a notable number of HEIs abroad.

SLA has the cooperation agreements with a huge number of hotels, travel agencies and so on where students can familiarise themselves with the activities of an organization and practise hard and soft skills related to their future profession.

On November 28, 2020, the annual meeting was held in which the representatives of employers and partners of the School of Liberal Arts participated. The Business Council examined and discussed potential areas for development of the programmes, including the “Hospitality” programme.

The central issue of the meeting was the improvement of the content of educational programmes “Tourism” and “Hospitality”. During the meeting, partners noted the uniqueness of the programme, the components of which meet all the requirements of the main sectors of the tourism industry. In addition to the fact that the training is conducted entirely in English, much attention is paid to the study of a second foreign language. There is also a certification programme for an internship.

The following recommendations were proposed during the meeting that the School has taken into consideration and further development:

- to increase the number of hours and credits for student internships in enterprises;
- to introduce components on tourism destinations of Kazakhstan in educational programmes;
- to enhance graduates’ digital competence skills, in particular through courses as Digital Marketing and IT in Hospitality.

Appraisal:

The scope and nature of cooperation with HEIs abroad as well as with enterprises are plausibly presented and documented as well as aligned with the strategy of the SLA.

The School has very close relationships with employers and involves them in the implementation and development of SLA study programmes. Moreover, they serve as future employer for the graduates of the programme and help developing further SLA`s programme. The panel encourages the university to put these thoughts for further development into action.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.3	Cooperation and partnerships					
4.3.1(*)	Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*)	Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)		X			

4.4 Facilities and equipment

41 out of 78 university classrooms are equipped with stationary projectors. The University uses the VIA Go multimedia content system in 20 classrooms, which allows transferring images and video content from laptops and iOS / Android mobile devices to the projector wirelessly. Additionally, departments have movable projectors and laptops for teaching in classes without stationary equipment. There are 15 computer classes with 250 desktop and All-In-One computers with Internet access. The University has a free Wi-Fi network for all classrooms.

In 2021 the University opened the Atrium named after the second rector of the university Professor Shaikenov. It includes refurbished and furnished co-working areas, free zones and classrooms occupying more than 1200 square meters and equipped with computers, LCD panels and other equipment.

The online portal of the University has the e-mail address www.kazguu.kz. It has links to Platonus, Canvas, the system of electronic documents management 1C Enterprise and university Outlook.

Platonus – an electronic system designed by the MES and obligatory for use by all Kazakhstani HEIs – is integrated with Canvas and used by students for registering for the courses. It serves as a tool for student academic records. Canvas is used for all other academic purposes, such as exchanging the course materials and reaching students, conducting quizzes and exams, recording students' marks and attendance, running conferences and meetings.

M.S. Narikbayev Library (Library) space is multifaceted, with different social, cultural, and objective meanings, while also fostering, motivating, and inspiring collaborative and informal learning processes. There are nine halls at the library and open rooms. There are more than 60 Computer Workstations with Internet Access and Wi-Fi in the Library. Online booking service for Open Room is provided as well.

The Library provides access to the print collection (including textbook collection for students), licensed electronic book collection, digitized materials collection, rare books collection, periodicals collection and licensed electronic databases collection. The size of the print collection is around 39,000 unique titles of books on a wide variety of subject topics. The total number of copies is around 180,000 copies. Currently, the Library provides access to the following databases (Scopus, Web of Science, Science Direct, Westlaw, Westlaw UK, Paragraph and Best Profi). Throughout the year Library organizes trial access to the wide variety of scientific Databases in order to expand access to high quality scientific literature. As of the date of preparation of the report October 9, 2020 Library provides trial access to 9 high quality databases of scientific journals and books. Among them are Wiley Online Library, Cambridge Core, JSTOR, Hein Online, NexisUni, UNWTO, EL «Lan». All these resources all together provide access to thousands and millions of scientific articles, and other types of documents.

Remote access to the library e-resources is accessible to all University users with additional proxy-server settings. Instruction on additional proxy-server settings is uploaded on the library web-site.

Library physical space consists of nine reading halls, Open Rooms and “Abonement” department. Literature Circulation is conducted in “Abonement” department. There is special Hall for PhD students and Professors. Library is open for KAZGUU community members and public from Monday to Saturday, from 9 am until 8 pm. Before the pandemic times the library was opened until 10 pm. During the academic sessions library is opened during 24 hours. Library provides such services as instructional sessions both online and offline, reference service by online chat, email, online form or phone. Representatives from different Information resources providers are also invited as a guest trainer. Series of short Video instructions on how to use and access electronic catalogue is available on the Library YouTube channel

Appraisal:

Since an online conference was conducted, the panel did not have the opportunity to visit the University’s building. The University has provided a virtual tour presenting the University’s premises and facilities. Based on the materials provided, the panel formed the view that a smooth running of the University is ensured with regard to the capacities for research, studies, teaching and administration as well as the available rooms and facilities.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4	Facilities and equipment					
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)			x		
4.4.2*	Access to literature (Asterisk Criterion)		x			

4.5 Additional services

Students and graduates can approach the Internship, Career and Employment Centre for career counselling and employment or internship opportunities. There are regular sessions on how to write a CV, a cover letter and how to pass an interview offered by the Centre. In addition, students and graduates can get their CVs and cover letters proofread by the Centre.

The Internship, Career and Employment Centre pays special attention to job placement for graduates and provides individual consultations on enhancing graduates' profiles with respect to requirements of the labour market. In addition, the centre works on a partnership between domestic and foreign companies for employment opportunities and internships for SLA students and alumni.

The centre monitors the employment of graduates on an annual basis and works on promoting their employment. One of the most important events for promoting the recruitment of students and graduates is the Job Fair. It is held every spring with an eye to introduce students and graduates to employers and is considered as a unique chance for them to pass an interview and interest potential employers, and also ask questions. In addition, the Centre advertises job openings and internships on its formal communication channels.

There is an alumni club which serves as a platform for uniting SLA graduates on a voluntary basis and building relationships with them. The club's main objective is providing all possible support and assistance to graduates in strengthening their social status and contributing to achieving success within the professional field.

As a member of this club, graduates have access to training programmes in order to enhance their professional skills on a pro bono basis.

SLA alumni reunion is held every autumn with a view to exchanging information on graduates' achievements and building alumni connections. In addition to that, graduates can be a part of Job Fair which is held every spring

KAZGUU alumni club was set up in 2008 with the aim to unite KAZGUU graduates of all generations, develop connections between them and preserve the unity of values and interests. In April 2020, KAZGUU initiated the creation of the KAZGUU Ambassadors Club programme, which includes volunteers from the most outstanding graduates from 1998 to 2009. Ambassadors serve as an important link between KAZGUU and its alumni, informing them about the events held at the university, uniting and encouraging them to actively participate in the life of the University.

KAZGUU alumni club holds a number of events on a regular basis to provide all possible support and assistance to graduates in strengthening their social status, achieving success within the professional field, and giving access to training programmes to enhance their professional skills. A variety of seminars on such topics as current changes in Kazakhstani legislation, persuasion skills, public speaking, emotional intelligence, etc. are held for KAZGUU alumni. Every year alumni reunion is organized at KAZGUU to share information on graduates' achievements and build alumni connections.

KAZGUU alumni are also active participants of job fairs where they either search for relevant vacancies themselves or seek candidates for vacancies in their companies as potential employers. In addition, Higher Schools hold alumni meetings with students of the university to share their experiences and motivate students to strive for the better. A new online project "I am a graduate of KAZGUU" was set up in October 2020, in which a video interview about success story of our alumni is recorded. Finally, an alumni journal "KAZGUU ALUMNI" has been published this year for the first time and is planned to be released annually which contains interesting interviews with alumni, their achievements and success stories.

Appraisal:

Career counselling and placement services are offered to students and graduates on an individual basis and promote their employability. Such activities are planned on a long time basis, performed regularly, and are actively marketed. Sufficient staff is available for this purpose. Students have access to the university-wide corporate network. The School brings its graduates in contact with representatives from business enterprises at regular events.

Alumni activities are planned on a long-term basis, performed regularly, and are actively used for assessing and evolving the programme. Sufficient resources are available for this purpose.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.5 Additional services					
4.5.1 Career counselling and placement service		X			
4.5.2 Alumni Activities		X			

4.6 Financing of the study programme (Asterisk Criterion)

The University's sources of funding are:

- Income from educational activities (commercial basis);
- Income from the Ministry of Education and Science;
- Scientific and fundamental research;
- Income from rental of residential and non-residential premises.

Expenditure planning is carried out in accordance with the internal cost classification and legislation of the Republic of Kazakhstan. The central budget is formed by combining the expenditure parts of the local budgets of the units, which is then integrated into a single form by the Department of Financial Development and Control.

One of the main factors of the University, in particular, deficit-free budget, and, at the same time, competitiveness, is the price of educational services. Therefore, each year, before the admission campaign, the Board approves the Register of the cost of educational services.

The Financial Development and Control Department monitors the effectiveness of the university's financial resources. An annual financial report on actual performance is prepared and is publicly available on www.gosreestr.kz (register of state enterprises and institutions, legal entities with state participation in the authorized capital), after approval by the Board of Directors.

Appraisal:

Based on the information provided to the panel, the panel formed the view that the study programmes are funded for the entire accreditation period so that students will definitely be able to complete their studies

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.6* Financing of the study programme (Asterisk Criterion)			X		

5. Quality assurance and documentation

Quality Assurance (QA) is achieved and managed by QA Policy and the following QA documents:

- Academic and Research Council bylaws
- School Committees bylaws
- Academic Policy
- Handbook on Ensuring Academic Integrity
- Inclusive Education Policy
- Examination Regulations
- Thesis Guidelines
- Academic Integrity League Standards.

Three QA Units are responsible for the implementation of the QA Documents: Academic and Research Council, School Committees and QA Manager (QAM).

Academic and Research Council is the highest academic body of the University that determines the development of academic and research activity at the university level, approves all QA Documents, creates, modifies and eliminates academic units. All powers and responsibilities of the Academic and Research Council are listed in the Academic and Research Council bylaws approved by the Management Board.

School Committees are the collegiate bodies of Schools that determines the development of academic and research activity at the school level, review students' appeals and ensures the quality of the content of all courses taught by school faculty. A school committee is composed of faculty members, one student and school administration.

QAM is responsible for monitoring the implementation of all QA Mechanisms, publishing the latest versions of all QA documents on the official website, reporting data analysis and interpretation to the Academic and Research Council, School Committees, Provost and Chairman of the Management Board. QAM may request any information relating to the academic process from Schools and other departments and provides recommendations to the Academic and Research Council and School Committees.

QA mechanisms are divided into two groups: internal and external.

Internal QA Mechanisms are assured by the QA Documents and include academic programmes' development, course design, registration process, inclusive education, teaching quality, assessment quality, examinations, credit-bearing internships, students' final projects, master theses and doctoral dissertations, student appeal, student satisfaction survey, teacher motivation and job satisfaction survey, alumni survey and employer feedback. Each Internal QA Mechanism represents a cycle consisting of four stages: Plan, Do, Check and Act. In order to ensure quality control and enhancement, at least two QA Units participate in Check and Act stages.

External QA Mechanisms are represented by the following:

- participation of external stakeholders in the design and review of academic programmes
- compliance with the Academic Integrity League's principles and regular monitoring
- participation at the national Ranking of Educational Programmes' carried on by the National Chamber of Entrepreneurs
- international accreditations.

KAZGUU School of Liberal Arts has two committees - Academic Quality Assurance Committee and Research and Ethics Committee.

At KAZGUU SLA School, Quality Assurance is coordinated by the Academic Quality Assurance Committee. The Committee is composed of seven school faculty who are elected at school meetings at the beginning of the academic year. The main aim of QAC is to monitor the quality of education programs, general education disciplines and compliance with the rules and regulations of the university's academic policy. To be specific, QAC functions are as follows:

- correction, development and approval of common standards for syllabi, which include transparent assessment criteria, taking into account the Handbook on Ensuring Academic Integrity at KAZGUU University.
- approval of the forms of the final control in the disciplines of the SLA.
- consideration of current issues on educational and methodological work on the recommendation of the directorate of the SLA and the coordinators of the departments.
- monitoring and analyzing the progress of the educational process, developing recommendations for improving the quality of the organization of the educational process at the SLA. At the end of the academic year, course management forms, faculty evaluation survey results²⁶, examination results analysis are heard.
- approval of the catalog of elective disciplines.
- consideration of current issues on the organization of the educational process (credit transfer, retake of assignments and other students' and parents' applications).
- Quality Assurance Tools on the school level.
- Evaluation by Students.
- Evaluation by Faculty Members.
- Evaluation by Alumni, Employers and third parties.

The Research and Ethics Committee is the executive and policy-making body regulating research, corporate and business ethics at the SLA. The main objectives of the Science and Ethics Committee are:

1. Development of policy and ethics of research activities of the School.
2. Development of corporate and business ethics at the School, maintaining a positive business image of the School and resolving conflict situations associated with violation of ethical norms and rules for conducting educational activities.

Until the end of each academic period, the school administration conducts an anonymous survey of students to assess the quality of teaching.

The form of the questionnaire is approved by the Quality Assurance Committee members and reflects the most important moments of student-teacher interaction. The survey also includes open-ended questions in which students can describe their negative or positive opinions about teaching and the teacher, as well as their wishes and recommendations for improving the quality of teaching.

The questionnaire is launched in the second half of the semester, the results of the questionnaire, namely the average score given by the students, are taken into account when conducting the rating assessment of the teaching staff.

The generalized results of the questionnaire are transmitted to the coordinators of departments and heads of educational programs for analysis and possible subsequent recommendations to specific teachers. Instructors receive the results of the anonymous student survey after the semester is finished and grades are finalized.

Instructors are expected to take into account the feedback provided by students and implement necessary changes into the course programme for the next semester or academic year. Consideration and revision of students' feedback is documented in the Course Management Form (CMF) as recommendations for the next course. Implementation of necessary changes in a modified and adapted form is tracked by the Quality Assurance Committee of the SLA during the process of affirmation of syllabi.

Faculty regularly participate in programme evaluation. They are interviewed or asked to fill in the course management form where they share the experience and evaluate their own

experience and satisfaction with the teaching process. All the ideas are discussed during the QAC meetings and are reflected in the semester report. Moreover permanent peer observations and QAC lesson assessment are conducted each semester by the QAC of the SLA.

At the end of the semester, all faculty members are to fill in the Course Management Form. The form aims to evaluate the course and suggest any recommendation for improvement. The assigned person analyses the forms and submits to QAC, where it is discussed. The Chairman of QAC sends the protocol with further recommendations to school faculty. These recommendations are taken into account while developing the syllabi for the corresponding semester.

In terms of classroom observation, faculty and QAC members hold formal classroom observation each semester. The results of formal observation go to final faculty attestation that takes place twice per year. The purpose of classroom observation is not only to evaluate faculty by faculty but to exchange the professional pedagogical experience.

The Business Council was established to promote the development of quality education and formation of SLA students' knowledge and skills essential for today's labour market. The members of the Business Council are representatives of companies which carry out their activities within the framework of SLA's study programmes. The meetings are held on an annual basis where the company representatives can participate in the development and modernization of Bachelor's and Master's degree programmes operating in SLA. Following a meeting, recommendations for updating the content of study programmes are transferred to the educational programme Leader, which in turn reviews recommendations and transfers them to the Academic Quality Committee of SLA for approval.

The programme description, terms, conditions, regulations and other essential information is provided in the following documents:

- Quality Assurance Policy
- KAZGUU Academic Policy
- Handbook on Ensuring Academic Integrity
- The SLA Catalogue
- Programme curriculum
- Admission Policy
- Inclusive Education Policy
- KAZGUU Assessment Policy (Examination Regulations) ● Course syllabi
- Senior Project guidelines
- Internship Policy
- Code of Conduct
- Course Schedule (Platonus)

The documents are regularly updated and revised by the School. The documents (except for Committees' minutes) are available in the open access to students and University community on the website or via Platonus system. Internal documentation is also coordinated with the Office of the Registrar.

News about current events, activities, internships or any other information about the programme or School is regularly published and brought to notice of students using several means of communication. The official website of M. Narikbayev KAZGUU University with a separate page dedicated to School of Liberal Arts regularly publishes news, reports and announcements that are available to current students but also to the general public as well.

Communication with students is also ensured in social media platforms such as Telegram channel kazguu_sla, Instagram account kazguu_sla and Facebook. There is a manager within the School structure who is in charge of timely and regular publication of the news. Social media is an essential part of the School's marketing and brand building strategy which

also allows effective student engagement and their instant feedback. Therefore, SLA takes the function of communicating with and informing the student body and public seriously.

Appraisal:

A quality assurance and development procedure, which systematically and continuously monitors and develops the quality of the programme with respect to its contents, processes, and outcomes, has been set up. It takes into account the evaluation results and the analysis on student workload, success rate, and graduate employment as well as the profile of the student population. Faculty members and students participate in the respective committees to plan and assess the quality assurance and development procedures. Responsibilities are clearly defined. Additionally, graduates and representatives from the business world participate in the regular review process. Within the framework of controlling the implementation, it is ensured that measures are a) implemented, b) reviewed and evaluated with regard to their quality and faithfulness to the original objective, c) modified and adapted if necessary, as well as d) documented.

Evaluation by the students, quality control by the faculty as well as external evaluation by alumni is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

The study programme is described in detail. This documentation is constantly updated and easily accessible for interested parties both in print and in digital form, which ensures a high level of transparency.

The panel is convinced that the members of SLA/KAZGUU as well as external stakeholders and the public are informed on University's activities on a regular basis and through diverse channels (internal communication platforms such as LMS Canvas, Platonus and meetings as well as social media). The announcements on the website as well as the use of social media ensure that the prospective and current students, faculty, staff, parents, alumni, partners as well as the general audience are provided with information on School's activities and services.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.1*	Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			X		
5.2	Instruments of quality assurance					
5.2.1	Evaluation by students			X		
5.2.2	Evaluation by faculty			X		
5.2.3	External evaluation by alumni, employers and third parties			X		
5.3	Programme documentation					
5.3.1*	Programme description (Asterisk Criterion)		X			
5.3.2	Information on activities during the academic year		X			

Quality profile

HEI: M. Narikbayev KAZGUU University, Higher School of Liberal Arts

Bachelor programme: Hospitality (BSM)

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1	Objectives					
1.1*	Objectives of the study programme (Asterisk Criterion)			x		
1.2*	International orientation of the study programme design (Asterisk Criterion)			x		
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			x		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			x		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			x		
2	Admission					
2.1*	Admission requirements (Asterisk Criterion)			x		
2.2	Counselling for prospective students		x			
2.3*	Selection procedure (if relevant)					x
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					x
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			x		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			x		
3.	Contents, structure and didactical concept					
3.1	Contents					
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)			x		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)			x		
3.1.3*	Integration of theory and practice (Asterisk Criterion)			x		
3.1.4	Interdisciplinary thinking			x		
3.1.5	Ethical aspects			x		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			x		
3.1.7*	Examination and final thesis (Asterisk Criterion)			x		
3.2	Structure					
3.2.1*	Modular structure of the study programme (Asterisk Criterion)			x		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2.2* Study and exam regulations (Asterisk Criterion)			x		
3.2.3* Feasibility of study workload (Asterisk Criterion)			x		
3.2.4 Equality of opportunity			x		
3.3 Didactical concept					
3.3.1* Logic and plausibility of the didactical concept (Asterisk Criterion)			x		
3.3.2* Course materials (Asterisk Criterion)			x		
3.3.3 Guest lecturers			x		
3.3.4 Lecturing tutors			x		
3.4 Internationality					
3.4.1* International contents and intercultural aspects (Asterisk Criterion)			x		
3.4.2 Internationality of the student body			x		
3.4.3 Internationality of faculty			x		
3.4.4 Foreign language contents		x			
3.5* Multidisciplinary competences and skills (Asterisk Criterion)			x		
3.6* Skills for employment / Employability (Asterisk Criterion)			x		
4. Academic environment and framework conditions					
4.1 Faculty					
4.1.1* Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			x		
4.1.2* Academic qualification of faculty (Asterisk Criterion)			x		
4.1.3* Pedagogical / didactical qualification of faculty (Asterisk Criterion)			x		
4.1.4 Practical business experience of faculty			x		
4.1.5* Internal cooperation (Asterisk Criterion)			x		
4.1.6* Student support by the faculty (Asterisk Criterion)		x			
4.1.7(Student support in distance learning *) (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					x
4.2 Programme management					
4.2.1* Programme Director (Asterisk Criterion)		x			
4.2.2 Process organisation and administrative support for students and faculty		x			
4.3 Cooperation and partnerships					
4.3.1(Cooperation with HEIs and other *) academic institutions or networks (Asterisk Criterion for cooperation)			x		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
programmes)					
4.3.2(Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes) *)		x			
4.4 Facilities and equipment					
4.4.1* Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)			x		
4.4.2* Access to literature (Asterisk Criterion)		x			
4.5 Additional services					
4.5.1 Career counselling and placement service		x			
4.5.2 Alumni Activities			x		
4.6* Financing of the study programme (Asterisk Criterion)			x		
5 Quality assurance and documentation					
5.1* Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			x		
5.2 Instruments of quality assurance					
5.2.1 Evaluation by students			x		
5.2.2 Evaluation by faculty			x		
5.2.3 External evaluation by alumni, employers and third parties			x		
5.3 Programme documentation					
5.3.1* Programme description (Asterisk Criterion)		x			
5.3.2 Information on activities during the academic year		x			