NON-PROFIT JOINT-STOCK COMPANY
ABAI KAZAKH NATIONAL PEDAGOGICAL UNIVERSITY
FACULTY OF HISTORY AND LAW

I approve
Dean of the Faculty of History and Law
G.K. Kenzhebayev
"28" April 2024

DEVELOPMENT PLAN
OF THE EDUCATIONAL PROGRAMME
8D03102 – Cultural Studies
for 2023–2029

ALMATY, 2024

The EP Development Plan has been developed on the basis of the following documents:

1. Development Programme of NJSC "Abai Kazakh National Pedagogical University" for 2023–2029 (approved by decision of the Board of Directors (minutes of the meeting No. 9 of 20 December 2023));

2. Action Plan for the implementation of the Development Programme of NJSC "Abai Kazakh National Pedagogical University" for 2023–2029 (approved by Decision of the Management Board of NJSC "Abai Kazakh National Pedagogical University", Minutes No. 22 of "16" January 2024);

3. Key performance indicators of the Development Programme of NJSC "Abai KazNPU" for 2023–2029;

4. Policy and standards of internal quality assurance of "Abai University" (approved and put into effect by Order of the Acting Chairman of the Management Board – Rector of Abai KazNPU, No. 05-04/641 of 15.09.2023).

Approved
at the meeting of the Academic Council of the Faculty of History and Law
minutes No. 8 of "23" April 2024
Chairman _____ G.K. Kenzhebayev

Reviewed
at the meeting of the Department of EP 8D03102 – Cultural Studies
minutes No. 8 of "14" March 2024
Head of Department _____ T.K. Auelgazina

Abai University is focused on the individual learner, creates a harmonious educational space for acquiring knowledge, professional socialization and adaptation, instils respect for the future profession, and develops critical thinking skills and tolerance.

PREFACE

Development plan of the educational programme 8D03102 – Cultural Studies for 2023–2029.
Code and name of the field of education: 8D03 Social Sciences, Journalism and Information
Code and name of the area of training: 8D031 Social Sciences
Group of educational programmes: D062 Cultural Studies

The programme strategy is aimed at forming and implementing the established competency model, as well as at expanding the potential circle of employers.

Mission of the educational programme: The mission of the EP is to train doctors with fundamental basic knowledge in the field of cultural studies that meets the requirements of postgraduate education, and to increase the effectiveness of the research work of young scientists.

Aim of the educational programme: To train qualified specialists with fundamental knowledge in the field of cultural studies, and Doctors of Philosophy (PhD) ready for continuous professional growth in accordance with the highest academic standards in a competitive scientific and educational environment.

ANALYSIS OF THE CURRENT SITUATION

General information about the educational programme

Developers of the EP development plan	**Department representatives:** Kussainov Daurenbek Umirbekovich, Sultanova Farida Mazhitovna, Simtikov Zhomart Kudaibergenovich, Ualikhan Zhandos Shokhanovich, Auelgazina Tolkyn Kudaibergenovna, Sabitkyzy Assem **Employers:** Aliyarov Yessenzhol Kaniyevich, Doctor of Pedagogical Sciences, Professor, President of the Kazakhstan Centre for Humanitarian and Political Conjuncture Students: Batyrkhanova Assel, 2nd-year doctoral student
Academic degree:	Doctor of Philosophy (PhD) in the educational programme 8D03102 – Cultural Studies
Year of opening:	2018
Language of instruction:	Kazakh, Russian
Form of study:	full-time
Duration of study:	3
Credit volume:	180
Uniqueness of the EP	The uniqueness of 8D03102 – Cultural Studies is that students will be able to analyse the current state and development prospects of cultural studies, transformational processes in the traditions and culture of the people of Kazakhstan, and problems and methods in cultural analysis, relying on critical thinking technologies.
Graduate model	✓- professional and social responsibility; ✓- oratorical and creative skills; ✓- flexibility of thinking; ✓- scientifically grounded worldviews and value orientations; ✓- high moral qualities and aesthetic sensibility; ✓- analytical mindset; ✓- multilingualism and communication skills; ✓- knowledge of the fundamental issues of cultural studies.

Types of professional activity	✓1. Teacher: ✓To ensure the safety and well-being of students. (LO 2, LO 8) ✓To reflect on one's own professional activity (LO 1, LO 4) ✓To provide counselling and mentoring. (LO 3, LO 6) ✓To contribute to the development of students' general culture and socialization. (LO 5, LO 8) ✓2. Cultural organizer. ✓ Selection and supervision of performers for the delivery of programmes; (LO 2, LO 8) ✓* Legislative and other regulatory legal acts of the Republic of Kazakhstan governing the activities of cultural and leisure institutions; (LO 1, LO 4) ✓* Developing work motivation, initiative and activity of staff; (LO 3, LO 6) ✓* Organization of reporting documentation, preparation of expense estimates and business plans for cultural and mass events; (LO 3, LO 6) ✓* Fundamentals of modern management, economics and administration, the market situation for leisure services for the population in the field of cultural and leisure activity; (LO 3, LO 6) ✓* Sociological, psychological and pedagogical foundations of studying the interests and needs of visitors to cultural and leisure institutions. (LO 3, LO 6)
Academic mobility partners (internal and external)	*External academic mobility with:* Istanbul University (Turkey); Uludağ University (Turkey); University of Gdańsk (Poland); Tallinn University (Estonia); Ariel University (Turkey); Gazi University (Turkey); Akdeniz University (Turkey); Chonnam National University (South Korea); Sofia University "St. Kliment Ohridski", Cyprus International University. Near abroad: National University of Uzbekistan named after Mirzo Ulugbek; Domestic: Institute of Philosophy, Political Science and Religious Studies of the Science Committee of the MSHE RK; Kazakhstan Centre for Humanitarian and Political Conjuncture; Ethnocultural Centre of Koreans of Almaty
Graduate employment	100
Availability of an appendix to the licence for the area of personnel training	№ 0137373
Main enterprises with which cooperation is carried out	Kazakhstan Centre for Humanitarian and Political Conjuncture, Institute of Philosophy, Political Science and Religious Studies of the Science Committee of the MSHE RK

Expected final results of the implementation of the EP development plan	- LO1 – applies scientific abstractions and critical thinking skills, identifies problem areas and contradictions in intercultural discourses, demonstrates a deep understanding of the theoretical toolkit of modern cultural studies; - LO2 – analyses the interrelation of socio-cultural processes with the specifics of social development; determines optimal strategies and improves expert and analytical techniques; - LO3 – adapts the modern methodology of expert and analytical activity and the methods of other humanities to the needs of scientific tasks in researching the theory and practice of intercultural relations; - LO4 – demonstrates the essence of cultural studies problems and is able to put forward heuristic ideas for solving them; illustrates skills in presenting socio-humanitarian ideas that meet the requirements of the time; - LO5 – synthesizes information on socio-cultural processes in order to set goals and ways of solving analytical and expert tasks; demonstrates academic writing skills while observing a culture of academic integrity, plans the choice of optimal ways and methods of resolving intercultural disputes; - LO6 – analyses the main trends, contradictions and current directions of cultural studies; organizes research activity by analysing the key problems of the socio-cultural development of modern society; - LO7 – applies practical skills of scientific argumentation, defends own axiological and worldview positions on the basis of logical techniques and theoretical definitions for constructing characteristics of cultural events; - LO8 – illustrates academic writing skills; combines the foundations of scientific analysis of culture and the theoretical and applied methods of cultural studies. - increase in the number of faculty publications in high-ranking journals Q1, Q2 Journal Citation Reports JCR, WoS, Scopus

Main risks of the educational programme

Name of the risk	Possible consequences	Management mechanisms and measures
Competition in the market of educational services	Formation of public opinion about the EP	Creating a recognizable image of the educational programme, increasing the number of university grants, positive feedback about the EP, trust, interest, activity of the Alumni Association (media appearances), promoting the quality of education at ABAI UNIVERSITY to potential employers in order to increase the flow of attractive vacancies for our students and graduates.
Student body	Decrease in the number of students	Implementation of a set of measures aimed at retaining students, introduction of more effective forms of career guidance work; systematic interaction with graduates after graduation, increasing the number of practice-oriented courses in the EP
Economic crisis	Decrease in solvency	Providing the possibility of paying debts in instalments, individualization of learning, motivation to continue studying, individual and group psychological counselling.

SWOT analysis of the implementation of educational programmes

	Strengths	Weaknesses
Internal factors	- The goals and strategy of the programme are aimed at forming and implementing the established competency model, as well as at expanding the potential circle of employers; - In-depth study of disciplines to achieve the required level of qualification in the area of philosophy chosen by the student. - Highly qualified faculty; - Research activity carried out in accordance with the real needs of enterprises; Availability of a developed information infrastructure covering all types of activity; - Marketing activity for effective interaction between the university and employers; - High level of graduate employment; - Practice orientation and a wide range of implemented EPs; - -Graduates working in their specialty -Availability of modern equipment and instruments; -Student-centred learning; Constant monitoring and periodic evaluation of programmes.	-Absence of joint educational programmes with foreign universities; - Low activity of the Alumni Association and absence of an endowment fund.
Favourable opportunities		**Threats and risks**

External factors	- Use of the opportunities of academic freedom; -A large number of initiative research topics within which final theses can be completed; -Participation of department faculty in international education exhibitions and fairs; -Informing students about vacancies, internships and the labour market situation; - Orienting the individual towards developing the ability for self-education in various fields: academic and research activity, creativity, professional career; -A fairly high level of effectiveness of educational (upbringing) activities, growth in student activity. -Development of distance learning technologies.	– high competition in the market of educational services; – economic crisis and its consequences – a decrease in the solvency of the population; – the general trend of rising cost of paid education;

1. MAIN OBJECTIVES OF THE DEVELOPMENT OF THE EDUCATIONAL PROGRAMME

Direction 1. Expanding access to the educational services of the university

№	Performance indicators	Unit	2023	2024	2025	2026	2027	2028	2029
1.	Number of students in EP 8D03102 – Cultural Studies	Unit	3	4	4				
2.	Admission to the EP	Unit	3	4	4				
3.	Graduation	Unit	3	4	4				

Direction 2. Innovative support of educational activities

№	Performance indicators (share, percentage, number)	Unit	2023	2024	2025	2026	2027	2028	2029	Responsible executors	Form of completion
1.	Decision on the type of EP (existing, new, innovative, interdisciplinary, additional (minor), joint EP	unit	E – 1	E – 1	E – 1	E – 1	E – 1	E – 1	E – 1	graduating department	EP,
2.	Participation of the EP in EP rankings	fact	+	+	+	+	+	+	+	graduating department	EP ranking results
3.	Accreditation of the EP	fact			+					graduating department	Accreditation result
4	Post-accreditation monitoring	fact				+				Graduatin department	Monitoring results
5.	Updating the EP taking into account labour market requirements	fact	+	+	+	+	+	+	+	Graduating department	Updated EP, Expert opinions
6.	Analysis of the EP for compliance with the strategic development plan of the university	fact	+	+	+	+	+	+	+	Graduating department	Minutes of department meetings
7.	Holding round tables on the introduction of competencies into the educational process	fact	+	+	+	+	+	+	+	Graduating department, employers	Certificate, minutes
8.	Number of specialists in the relevant field involved in the educational process	persons	1	1	1	1	1	2	2	Graduating department	Contracts, memoranda

9.	Analysis of the availability of faculty with the appropriate potential for the development of the EP	%	100	100	100	100	100	100	100	Graduating department	Staffing form of the department's faculty
10.	Number of faculty who have completed professional development courses in the subject area	%	100	100	100	100	100	100	100	graduating department faculty	Certificates, diplomas
11.	Share of EP graduates employed in the first year after completing their studies (of the total number of graduates)	%	100	100	100	100	100	100	100	Graduating department	Employment results
12.	Share of EP graduates who studied under a state order and were employed in the first year after graduation in the EP	%	100	100	100	100	100	100	100	Graduating department	Employment results
13	Share of university graduates participating in the assessment of the quality of educational services (full-time study)	fact	+	+	+	+	+	+	+	Graduating department	Presence on the commission
14	Availability of integrated curricula for management in inclusive education	fact	-	-	-	-	-	-	-	Graduating department	report
15	Development of new educational programmes to strengthen the potential of pedagogical education	fact	+	+	+	-	+	-	+	Graduating department	report
16	Implementation of online courses (MOOCs)	fact	-	-	-	+	+	+	+	graduating department faculty	Course development
17.	Participation of students in determining the content of the programme	fact	+	+	+	+	+	+	+	graduating departme nt, students	As part of the EP compilers
18.	Number of employers participating in the assessment of the quality of specialist training	unit	1	1	1	1	2	2	2	EP employers	Contracts, memoranda, expert opinions
19.	Share of students participating in the evaluation of the teaching activity of faculty	%	50	50	50	50	50	50	50	graduating department, students	Survey resul
20	Number of teaching and methodological aids developed in the Kazakh language	unit	-	-	-	1	1	1	1	graduating department, students	Development s by discipline
21	Number of teaching and methodological publications	unit	-	-	-	1	1	1	1	Graduating department	teaching and methodolog cal

	developed by faculty specific to the EP										publications, textbooks
22	For the development of the digital ecosystem, to create: -a centre of innovative educational digital technologies that transforms traditional didactic models into innovative ones using digital educational technologies; - an online platform with access to video lectures and electronic interactive multimedia teaching materials on the main special courses of the educational programmes; - author courses of faculty on leading national open online education platforms (EdTech-kz, Open Edx-kz, etc.) and their inclusion in the curricula; - gamification (the use of game-based methods in the educational process to increase student engagement and motivation); - development of MOOC platforms (massive open online courses); - use of a control and assessment system based on Open-Book, Open-Paper, Critical Thinking and Take-Home exam methods; - use of proctoring technology using students' biometric data.	fact	-	-	-	+	+	+	+	Graduating department	

Direction 3. Internationalization of the programme

№	Performance indicators (share, percentage, number)	Unit	2023	2024	2025	2026	2027	2028	2029	Responsible executors	Form of completion
1.	Inter-university partnership within the EP: Double-degree EPs	unit	-	-	1	1	1	1	1	Graduating department	Joint EP, double-degree EPs
	with a foreign	unit	-	-	-	-	-	-	-		

	university										
	with a Kazakhstani university	unit	-	-	+	+	+	+	+		
2.	Number of EP students participating in the internal outgoing academic mobility programme	unit	+	+	+	+	+	+	+	graduating department, academic mobility centre	Order, students' transcript
3.	Number of EP students participating in the internal incoming academic mobility programme	unit	-	-	-	-	-	-	-	Graduating department student	Order, transcript of students
4.	Number of faculty participating in the internal outgoing academic mobility programme	unit	1	1	1	1	1	1	1	graduating department faculty	Order, report
5.	Number of faculty participating in the internal incoming academic mobility programme	unit	1	1	1	1	1	1	1	graduating department faculty	report
6	Number of foreign scientists involved	unit	-	-	-	1	1	1	1	graduating department	report
7.	Number of faculty participating in the external outgoing academic mobility programme	unit	1	1	1	1	1	1	1	graduating department faculty academic mobility centre	report

Direction 4. Expanding the scope of scientific research and innovation

№	Performance indicators (share, percentage, number)	Unit	2023	2024	2025	2026	2027	2028	2029	Responsible executors	Form of completion
1.	Number of faculty participating in educational and research projects	persons	1	-	-	1	1	1	1	graduating department	report
2.	Number of faculty participating in the implementation of fundamental and applied research	persons	5	3	2	1	1	1	1	graduating department	report
3.	Number of publications in journals ranked in the 1st, 2nd and 3rd quartiles according to Clarivate Analytics' Journal Citation Reports or having a percentile Cite Score indicator in the Scopus database	unit	7	7	2	5	5	5	5	Graduating department	Database indicator

4	Republican round table "Towards a Bright Future with a Just Society".	fact	-	+	+	+	+	+	+	graduating department	*Journal collection, media information and links on social networks*
5	Number of research projects carried out within international cooperation	unit	-	1	1	1	1	1	1	graduating department	report
6	Number of faculty publications in journals recommended by the Committee for Quality Assurance in Science and Higher Education (CQASHE)	unit	17	7	7	5	5	5	5	graduating department	report
7	Number of teachers participating in the Republican competition "Best Teacher"	unit	-	-	-	-	1	1	1	graduating department	Competition result
8	Number of student publications	fact	+	+	+	+	+	+	+	graduating department student	report
9	Number of students taking part in scientific research and competitions	unit	1	1	1	1	1	1	2	graduating department, student	report
10	Functioning of scientific centres and laboratories: • Centre for Political, Cultural and Religious Studies	fact	-	+	+	+	+	+	+	graduating department, student	Classroom fund

Direction 5. Improvement of infrastructure and material and technical base

№	**Performance indicators (share, percentage, number)**	**Unit**	**2023**	**2024**	**2025**	**2026**	**2027**	**2028**	**2029**	**Responsible executors**	**Form of completion**
1	Development of the computer fleet	fact	+	+	+	+	+	+	+	graduating department	modernizatio of infrastructure
2	Purchase of software	fact	+	+	+	+	+	+	+	graduating department	modernizatio of infrastructure
3	Purchase of laboratory equipment, etc.	fact	+	+	+	+	+	+	+	graduating department	modernizatio of infrastructure
4	Replenishment of the library fund	fact	+	+	+	+	+	+	+	graduating department	modernizatio of infrastructure
5	Purchase of furniture	fact	+	+	+	+	+	+	+	Graduating department	modernizatio of infrastructur

Direction 6. Career guidance work within the EP

№	Performance indicators (share, percentage, number)	Unit	2023	2024	2025	2026	2027	2028	2029	Responsible executors	Form of completion
1	Providing presentations to school students and teachers on online and offline platforms, handouts with information about this educational programme, the list of subjects for the UNT, the list of documents required for admission, as well as the university's ranking, its material and technical base and the possibilities of admission to ABAI UNIVERSITY	fact	+	+	+	+	+	+	+	Graduating department	Report, links on social networks
2	Holding department meetings on career guidance and preparation of applicant enrolment, organizing the work of working groups on key areas.	fact	+	+	+	+	+	+	+	Graduating department	Report on the student body
3	Conducting online lessons by faculty, providing methodological assistance in order to support Abai University graduates employed in rural areas	fact	+	+	+	+	+	+	+	Graduating department	Report, minutes

Direction 7. Educational (upbringing) work within the EP

№	Performance indicators (share, percentage, number)	Unit	2023	2024	2025	2026	2027	2028	2029	Responsible executors	Form of completio
1	Holding events within the Programmes and according to the educational work plan of the faculty and the department	fact	+	+	+	+	+	+	+	Graduating department	Report, lin on social networks
2	Activation of the social project of the nationwide volunteer movement "Accelerator of Kindness: Izgilik elshysi" (involving young people in volunteering, instils humanism,	fact	+	+	+	+	+	+	+	graduating department	Report, lin on social networks

	responsiveness, compassion, integrity and the spirit of Kazakhstani patriotism)										
3	Events on fostering integrity and anti-corruption values	fact	+	+	+	+	+	+	+	Graduating department	Report
4	Event with master's students on the topic: "Religious Values in Youth Culture"	fact			+	+	+	+	+	graduating department	Report
5	Meeting with Professor T.Kh. Gabitov "New Horizons in the Study of Kazakh Culture" (meetings with other professors in the field)	fact			+	+	+	+	+	graduating department	Report