

KORKYT ATA KYZYLORDA UNIVERSITY

REVIEWED

At the meeting of the Academic Council  
on Quality of the Institute of Economics  
and Law

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**EDUCATIONAL PROGRAM DEVELOPMENT PLAN**  
**7M04142«Accounting and auditing»**  
**for 2023-2027**

Kyzylorda, 2023.

## **The development plan of the Educational program 7M04142 «Accounting and audit» of the Non-profit Joint-stock Company of the Kyzylorda University named after Korkytat for 2023-2027**

### **1. General provisions**

The educational program 7M04142 – Accounting and Auditing has been successfully operating and providing educational services at the Korkyt Ata National Research University since 2020.

The educational program has been developed as a set of consecutive courses for the entire period of study and is aimed at mastering the competencies necessary for awarding the Master of Economics degree in the educational program «7M04142 - Accounting and Auditing».

The 7M04142 Accounting and Auditing educational program has a distinct personality and uniqueness based on a combination of regional specifics, the scientific and practical potential of the university and current trends in the development of accounting and auditing education.

#### **Key features of the personality and uniqueness of the EP:**

**Regional orientation and relevance:** The program is aimed at training specialists who are able to effectively solve accounting and auditing tasks in the context of the region's economy, taking into account the characteristics of the region's leading industries — the agricultural sector, construction, energy and small businesses.

**Integration with practice and business:** As part of the development of the program, sustainable partnerships are being implemented with local enterprises, audit companies and tax authorities, which ensures:

- practical training and internships at real facilities;
- Practitioners' involvement in teaching and graduate assessment;
- implementation of joint research and applied projects.

**Focus on digitalization of accounting and auditing:** The program includes disciplines and modules reflecting the current trend towards digital transformation of the profession: using 1C, ExcelPro; learning the basics of accounting automation and internal control; big data analysis skills in auditing.

**Development of research competence:** Undergraduates are involved in research activities within the framework of regional and national grants, participate in conferences, publish in scientific journals, and work on cases to improve the financial reporting of organizations in the region.

**Flexibility and relevance of the content:** The curriculum is reviewed annually, taking into account:

- the requirements of professional standards;
- opinions of employers;
- alumni reviews;
- changes in International Financial Reporting and Auditing Standards (IFRS, ISA).

**Preserving the scientific traditions of the University:** The program is based on the experience of qualified faculty members with scientific and practical experience in accounting and auditing.

Thus, the individuality and uniqueness of the program is determined by its practical orientation, regional specifics, emphasis on digital skills and integration with the professional environment. This makes OP 7M04142– Accounting and Auditing, strategically important for the sustainable development of the region's human capital.

Accordingly, the purpose of the educational program development plan is to carry out comprehensive measures that will contribute to the training of competitive personnel in the field of accounting, auditing and financial analysis, who are able to work effectively in the digital economy, meet modern labor market requirements, as well as conduct scientific research and make informed management decisions in the field of financial and economic activities, which corresponds to the university's missions, goals, and quality policies.

Based on the purpose, the educational program has been developed taking into account the learning technologies developed for undergraduates within the framework of the competence

approach. External and internal stakeholders, social partners, postgraduate students, and leading university scientists were involved in the formation of the educational program.

The developers of the EP plan are: Ph.D. B. Aydosova, Candidate of Economics A. Oralbayeva, A. Candidate of Economics A. Nauryzbayev., Master's student Pernebek Rauana, Director of G.Global group LLP, G.Y. N. Tanatova.

The main regulatory acts and program documents on which the development plan of the EP for 2021-2025 is based are:

1. The Constitution of December 30, 1995;
2. The State Program for the development of Education and Science for 2020-2025. Approved by Resolution of the Government of the Republic of Kazakhstan dated December 27, 2019 No. 988;
3. The Law of the Republic of Kazakhstan on July 27, 2007, No. 319-III "On Education";
4. Law of the Republic of Kazakhstan on February 18, 2011 №407-IV "On Science";
5. The Law of the Republic of Kazakhstan "On commercialization of the results of scientific and (or) scientific and technical activities" dated October 31, 2015 No. 381-V SAM.
6. Rules of the Organization of the Educational Process of Credit Technology, approved by the Ministry of Education and Science of the Republic of Kazakhstan No. 152 dated 04/20/2011, with amendments and additions dated 10/12/2018. №563;
7. Standard rules for the activities of Educational organizations of the corresponding Types, approved by the Decree of the Government of the Republic of Kazakhstan dated October 31, 2018 No. 17657;
8. Strategic Development Plan of the NAO "Kyzylorda University named after Korkytat" for 2021-2025"
9. Strategic development Plan of the NAO "Kyzylorda University named after Korkytat" for 2023-2029"

## **2. Analysis of the current situation and trends in the development of the labor and educational services market**

### **Direction 1. Educational activity.**

Students of the educational program have the opportunity to acquire in-depth knowledge in the field of scientific research and in practical activities. For this purpose, OP 7M04142 Accounting and Auditing has an auditorium equipped with modern technical training facilities; specialized classrooms (401, 518, 520 classrooms) equipped with modern equipment. The total training area used corresponds to the regulatory indicators, standards of the sanitary and fire service.

Innovative and interactive forms of learning are widely used in the classroom, and undergraduates participate in research and creative competitions within the educational program. Foreign scientists are invited to give lectures and conduct scientific and methodological seminars on research topics.

Every year, on an ongoing basis, the content of educational programs and the catalog of elective subjects are reviewed by social partners and potential employers.

Strengths of EP 7M04142- Accounting and auditing:

- continuous use of innovative teaching methods;
- the demand for graduates of the educational program in the labor market both at the regional and national levels;
- the opportunity to continue studying at foreign partner universities in joint programs;
- wide opportunities to support talented youth at various levels.

But at the same time, for the strategic development of educational activities in the OP, it is necessary to solve a number of problems related to:

- with the involvement of international students in the educational program;
- poor teaching staff proficiency in foreign languages;
- opening of new classrooms, including with the involvement of social partners and other stakeholders.

### **Direction 2. Scientific research activities**

Research and innovation work at the university is conducted in accordance with the

legislation of the Republic of Kazakhstan in the field of regulation of scientific activity, as well as on the basis of local regulatory documents of the university in the field of organization of scientific work at the university.

The academic staff and undergraduates are the executors of the research work on the EP. Research work is reflected in published scientific papers, the results of conferences and round tables.

With the positive dynamics of improving the quality of scientific research, searching for opportunities to commercialize the results of scientific activities, and increasing the scientific activity of teaching staff and students, the following points remain relevant:

-the problem of attracting and retaining talented youth and highly qualified specialists in science remains;

-insufficient possession of modern research skills, insufficient command of a foreign language for the full-fledged promotion of research results in the international scientific space;

-insufficient connection between science, education and production, low level of implementation of research results in production;

#### **Direction 3. Educational activities.**

The priority task of the state and the University is to create conditions for the intellectual, spiritual and moral development of students. Assessment of the level of students' involvement in creative activities is a priority indicator for evaluating the effectiveness of educational work.

But at the same time, some issues require further improvement:

-weak participation in national and international subject Olympiads;

#### **Direction 4. International activities.**

The University management annually expands the scope of international cooperation, looking for new opportunities for the implementation of scientific internships for undergraduates in foreign universities.

Despite the achievements in this field, some issues require solutions, in particular:

-insufficient knowledge of a foreign language by students of the educational institution, as well as teaching staff, for academic mobility;

-insufficient funding for the development of academic mobility programs for students.

#### **Direction 5. Resource support of the educational program.**

The difference and uniqueness of the EP lies in the fact that there is a good material and technical base that meets modern requirements. This is the presence of specialized classrooms and a laboratory 1 With Accounting.

The academic building is equipped with the necessary number of classrooms, many of which are equipped with projectors and interactive whiteboards, which gives teachers ample opportunities for high-quality classes. Acting within the framework of the credit system of education, favorable conditions have been created for students to master all disciplines of the educational program and obtain an academic degree in accordance with the requirements of the State Educational Standard and has modern information and communication bases (broadband Internet access, electronic library), contributing to the intensification of the educational process and the conduct of the educational process and scientific research.

Strengths:

-good material and technical base used in the educational process;

-the availability of specialized classrooms and a laboratory for the formation of additional competencies in the OP.

#### **Directions of the Educational program development plan, purpose, objectives, expected results, target indicators, implementation measures.**

- Strategic directions of the EP development plan:

Strategic direction 1. Strengthening academic and research activities (increased publication activity (international journals), increased participation in grants and projects, involvement of undergraduates in joint research);

Strategic direction 2. Partnership with business, government agencies, and professional organizations (establishing mutually beneficial relationships with auditors, consulting firms, and

government agencies, developing internships, internships, and joint projects);

Strategic direction 3. International integration and external mobility (attraction of foreign undergraduates and teachers, participation in international exchange programs, double diplomas);

Strategic direction 4. Modernization and increasing the attractiveness of the University's international activities.

The purpose of the development plan EP 7M04142- Accounting and Audit is to carry out comprehensive measures that will contribute to the training of highly qualified masters with deep theoretical knowledge and practical skills in accounting, financial analysis and auditing, capable of developing and implementing modern methods of management accounting and auditing, as well as conducting scientific research, teaching disciplines in universities and to ensure professional activity at the level of requirements of the modern market.

The main objectives of the development plan of the Accounting and Audit Program (Master's degree):

- training of highly sought-after personnel with higher education that meets the demands of the modern labor market;

- providing practice-oriented learning and the end result;

- involvement of students in research activities with subsequent publication of research results in scientific publications;

- increasing the publication activity of teaching staff in order to focus scientific research on the current needs of the economy and society, increasing the potential for commercialization of scientific results;

- increasing the proportion of students participating in regional, national and international scientific and creative competitions;

- advanced training of teaching staff in digital classroom technologies, language competencies and new teaching methods;

- attracting students to participate in public organizations of the university and the region.

The main objectives of the development plan of the Accounting and Audit Program (Master's degree)

Task 1. Updating and updating the content of academic disciplines. This task will be accomplished by introducing modern standards (IFRS, ISAs, international approaches) into training modules, adding courses on digital technologies in accounting and auditing (fintech, blockchain, data analytics), and revising syllabuses to meet the current requirements of employers and the professional market.

Task 2. Improving the quality of human resources (teaching staff). The solution to this problem is related to the involvement of lecturers with practical experience (auditors, financial analysts), support for advanced training and pedagogical skills in teaching, as well as facilitating the participation of teaching staff in scientific projects, conferences and publications.

Task 3. Development of the scientific research component and publication activity. The implementation of this task will be carried out by forming research topics, relevant industry tasks, stimulating publications of undergraduates and teachers in peer-reviewed journals, establishing collaborations with practitioners and external partners (audit firms, consulting companies).

Task 4. Integration of practice and interaction with employers. This task is related to the organization of internships, practical training, consulting projects with real enterprises, the involvement of employers in the formation of educational content, guest lectures, master's degree projects, monitoring the employment of graduates and feedback from employers on the required competencies.

Task 5. Improvement of the educational process and teaching methods. The implementation of this task is associated with the introduction of active, interactive teaching methods: case studies, project activities, simulations; the use of distance and mixed forms of learning, digital educational resources; the development and application of a quality assessment system (formative and final assessment, portfolio, self-assessment).

Task 6. Strengthening infrastructure and resource base. The implementation of this task involves expanding access to modern software (analytical software, databases, statistical packages);

improving the library, electronic resources, subscriptions to scientific journals, updating equipped classrooms, computer classes, remote platforms.

Task 7. International integration and promotion of the program. The implementation of this task requires the establishment of partnerships with foreign universities, the exchange of students and teachers; joining international associations of auditors and accountants; attracting foreign students, publishing research at the international level.

Task 8. Attracting foreign specialists. The implementation of this task will be carried out through an increase in the number of foreign specialists from among the leading universities of the world involved in educational and research activities; the priority of long-term contracts with foreign specialists

Task 9. Ensuring sustainable development and competitiveness of the OP. The fulfillment of this task is related to the formation of the program's image, promotion among applicants; identification of niche specializations or profiles (for example, state audit, environmental audit, digital audit); ensuring the financial stability of the program, the search for grants and external financing.

#### **Expected results for OP 7M04142 "Accounting and Audit"**

-increasing the satisfaction of internal and external stakeholders with the quality of professional training of graduates;

-successful employment of at least 80% of graduates during the first year after graduation;

-an increase in the share of publications of teaching staff EP 7M04142 "Accounting and Auditing" in rating publications (based on information resources on the Web of Science (Clarivate Analytics) and Scopus (Elsevier) platforms, etc.);

an increase in the share of teaching staff who have completed language competence development courses and digital learning technologies;

-creation of an educational environment to meet the educational needs of students in the modern labor market;

-increasing the involvement of students in the social life of the University and improving the level of professional training.

#### **Target indicators and measures for their implementation within the framework of EP 7M04142 «Accounting and Audit»**

№ п/п	Target indicators	Unit of measurement.	In the planned period						
			2021	2022	2023	2024	2025	2026	2027
<b>Academic activities</b>									
1	Review of the content of 7M04142-Accounting and Audit, identify elective and practice-oriented disciplines	%	80	85	86	90	97	90	95
2	Development of an educational program with the participation of large companies, national companies, government agencies, associations and employers	%	100	100	100	100	100	100	100
3	Updating the EP to meet the requirements of the labor market	%	-	30	30	30	30	-	30
4	Inviting practitioners to participate in the implementation of the EP	Quantity	1	1	1	2	2	2	3
5	Conducting round tables to discuss the content of the OP with employers	Quantity	2	3	3	2	2	2	3

6	Identification of risks affecting the sustainability of the EP: - the impact of the number of applicants on the formed contingent of EP; - the influence of other factors on the formation of the contingent	%	30	30	30	30	30	30	30
			17	18	17	17	17	18	18
			13	12	13	13	13	12	12
7	Innovation management mechanism, implementation of various types of educational and extracurricular activities: - the number of teaching staff who have completed advanced training courses in the subject area; - the introduction of digital technologies into the accounting process, based on the state of development of the digital economy; - familiarization with various digital technologies used in various fields	Quantity							
			5	5	6	6	8	6	6
			1	1	1	1	1	1	2
			1	1	1	1	1	2	2
8	Conducting academic mobility of teachers: -internal; - external	Quantity	-						
				1	2	3	4	1	2
					1	1	1	1	2
9	Percentage of graduates of the EP who were employed in the first year after graduation (out of the total number of graduates)	%	-	100	100	-	100	100	100
10.	The proportion of university graduates involved in assessing the quality of educational services	%	60	61	61	62	62	63	63
11.	Holding meetings with employers and bases of practices and scientific internships	Quantity	-	2	2	2	2	2	3
12.	Equipping classrooms with modern equipment and technical accounting and reporting tools	tenge	7 a million	-	-	12 a million	-	-	15 a million
13.	Monitoring of undergraduates' employment	%	-	-	100	100	100	100	100
14.	Career guidance on attracting accounting and financial sector employees for admission to the Master's program	Quantity	-	5	5	5	5	5	6
15.	Analysis and determination of the mechanism for ensuring the implementation of innovative proposals within the framework of the EP	Quantity	-	-	-	1	1	1	1

<b>Scientific research and international activities</b>									
1	Number of faculty members involved in educational and research projects	Quantity	1	1	3	3	4	4	5
2	The number of teaching staff involved in the implementation of fundamental and applied research	Quantity	1	1	1	2	2	2	2
3	The number of publications in publications included in quartiles 1, 2 and 3 according to the Clarivate Analytics Journal Citation Reports or having a percentile index according to the Cite Score in the Scopus database	unit	4	-	2	1	3	3	3
4	The number of scientific research works carried out within the framework of international cooperation	unit	-	-	-	-	-	1	1
5	The number of publications recommended by the Committee on Quality in Science and Higher Education	unit	5	2	8	8	10	12	12
6	Number of student publications	unit	6	6	5	6	7	5	5
7	The number of undergraduates participating in scientific research and competitions	unit	4	1	2	-	2	2	2
8	Number of undergraduates participating in international Olympiads	unit	2	1	2	-	2	2	2
<b>Material and technical base</b>									
1	Computer park development (computers)	unit	20 (6 939 980 tenge)	40 (16 488 640 tenge)	16 (7 984 320 tenge)	15	20	-	15 million <sup>a</sup>
2	Purchase of software (Platonus, Anti-Plagiarism)	unit	3 (10 477 571 tenge)	-	-	3	3	3	3
3	Purchase of laboratory equipment and others (monoblock)	unit	5 (3 225 000 tenge)	5 (29 920 800 tenge)		15	16	12	15
4	Replenishment of the library fund	unit	32 (12 561 471 tenge)	45 (28 131 600 tenge)	-	15	17	17	18

### 3.Risk management

**The educational program may face a number of risks that hinder the achievement of the goal.**

The name of the risks that may affect the achievement of the goal	Risk management measures
Increased competition in the educational services market from universities in related fields	<ul style="list-style-type: none"> <li>-Conduct an active marketing campaign (presentations, profile forums, public events)</li> <li>-Strengthen ties with Master's degree programs (sampling, joint courses)</li> <li>-To develop and promote educational programs that meet the requirements of the modern labor market and are attractive to young people.</li> <li>-To carry out active career guidance among graduates of schools and colleges in all regions of Kazakhstan, organize university presentations and show the advantages of studying and living in the region.</li> <li>-Provide other forms of financial support for talented students.</li> <li>-Create conditions for high-quality and comfortable education, including ensuring the accessibility and convenience of dormitories and other infrastructure facilities.</li> <li>-Cooperate with employers in the region so that graduates have the opportunity to get a job on the spot, as well as provide opportunities for internships and research internships in leading companies in the region.</li> </ul>
Untimely development of innovative educational programs	<ul style="list-style-type: none"> <li>-To carry out permanent benchmarking of educational programs of domestic and foreign universities for the design and development of innovative educational programs</li> <li>-Development and regular updating of innovative content related to the implementation of modules on digital transformation of accounting and auditing;</li> <li>-Implementation of a system for regular quality assessment of the EP with the involvement of external experts;</li> <li>-Creation of project teams of teachers and students, which will lead to the development of university startups based on the program and stimulate the participation of undergraduates in hackathons and funding competitions.</li> </ul>
Reducing the relevance of the transmitted knowledge	<ul style="list-style-type: none"> <li>-Finding ways to optimize educational services that manifest themselves in the course of training and implementation in the form of broadcast streams of fundamental, industry and specialized knowledge, skills and abilities</li> <li>-Regular professional development of teachers (participation in conferences, seminars, exchange of experience with foreign universities)</li> <li>-An iteration of practice and research, that is, it is necessary to give assignments, projects related to real cases, and stimulate scientific work on cutting-edge topics</li> </ul>
Publication of scientific articles by faculty and staff in «predatory» journals	<ul style="list-style-type: none"> <li>-The use of all possible verification criteria in the process of selecting a journal to avoid publication in predatory journals.</li> <li>- It is necessary to create an internal list of</li> </ul>

	<p>recommended journals included in Scopus, Web of Science and others approved by the Ministry of Education and Science of the Republic of Kazakhstan</p> <p>-To provide training to the teaching staff on academic publication ethics</p>
Low expert assessment for scientific projects of university scientists	<p>-Organization of a thorough internal examination of scientific projects of scientists (Scientific projects are a key element of the master's degree); organization of training seminars</p> <p>- Conducting regular seminars and trainings on research methodology, writing applications and articles</p> <p>- Motivation of teachers: awards for highly appreciated projects, publications in Q1–Q3 journals</p> <p>- Creation of a database of successful applications (library of examples), monitoring of project quality and implementation of KPIs for scientific activities</p>
Weak interest of enterprises and business structures in the commercialization of scientific products	<p>-Development of own scientific research and scientific schools; development of cooperation with business structures and creation of partner programs.</p> <p>-Creation of an Employers' Council for the educational program, that is, to involve business representatives in the development and updating of the program content, including scientific topics with commercial potential.</p> <p>-Holding business forums, round tables and dialogue platforms with the participation of companies related to the identification of urgent business problems that can be solved by scientific projects of undergraduates and teachers.</p> <p>-The introduction of disciplines and trainings on the commercialization of research and startup culture related to the improvement of undergraduates' competencies in entrepreneurship, innovation management and business modeling.</p> <p>-An internship program for undergraduates at enterprises related to strengthening ties with companies, involving undergraduates in solving real accounting, auditing and analysis problems.</p> <p>-Signing of memoranda with business structures of the region, namely the formalization of cooperation with local companies, especially in the field of finance, auditing, accounting and consulting.</p>
Reduction of the technical characteristics of the material and technical base	<p>-Constant updating of the material and technical base, which is a key factor in educational activities.</p> <p>-Conducting an audit of the material and technical base of the EP.</p> <p>-Development of a plan for the modernization of equipment and software, step-by-step introduction of modern technologies into the educational process.</p> <p>-Attracting extra-budgetary funds and cooperating with employers to finance upgrades.</p>

#### **4. Mechanisms for implementing the EP development plan**

The development of an EP development plan provides an integrated approach to the implementation of activities aimed at achieving the set goal through solving formulated specific tasks, and contributes to the full implementation of planned activities.

At the end of the academic year, at the meeting of the EP, the monitoring of EP 7M04142 "Accounting and Audit" is carried out, with the participation of all interested parties, the results achieved, the effectiveness and efficiency of the implementation of the EP are discussed. The analysis of the achievement of target indicators is considered at a meeting of the department with the participation of leading teaching staff and other interested persons.

The monitoring results are submitted for discussion to the Academic Quality Council of the Institute. Based on the analysis of the monitoring results, adjustments are made to the development plan of the EP.

Monitoring of the implementation of the Development Plan is carried out by analyzing and summarizing information on the implementation of development indicators in the following areas. The Audit Department of the Management Department of 7M04142 Accounting and Audit prepares an opinion on the implementation of the Development Plan.

The conclusion is drawn up in any form and sent to the Director of the Institute and is the basis for the preparation of an annual report within the framework of strategic indicators and results to assess the Development Strategy of the university as a whole.

The processes of formation, monitoring and implementation of the development plan of the EP should be based on the principles of openness and transparency. The EP development plan is posted on the university's official website.

#### **5. Financial support of the Educational program development plan**

Financial support for the implementation of the EP 7M04142 Accounting and Audit Development Plan for 2021-2026 will be provided from the university's funds, as well as by attracting funds from government and other sources of financing. Capital and operating costs are assumed.

Head of EP «Finance, Accounting and Audit»  A. Oralbayeva