

**«ТҰРАН»
УНИВЕРСИТЕТІ»
МЕКЕМЕСІ**



**УЧРЕЖДЕНИЕ
«УНИВЕРСИТЕТ
«ТҰРАН»**

Considered at a meeting of the Department of
“Tourism and Service”
Minute № 1 «28» 08. 2020 y.

Head of dep. _____/Yerubayeva G.K.

APPROVED
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«01» 09. 2020 y.

**Development plan of the modular educational program
6B11102 - " Restaurant business and hospitality " (bachelor's degree)**

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**Passport of the modular educational program (MEP) development plan
6B11102 - "Restaurant business and hospitality"**

The purpose of EP	The purpose of the educational program 6B11102 - "Restaurant business and hospitality" - is the preparation of highly qualified specialists of higher education, ensuring the development of a competitive hospitality industry and economy in the Republic of Kazakhstan, focused on preserving the historical and cultural heritage, spiritual development of the nation, meeting consumer demand for tourist and spa services for citizens of Kazakhstan and foreign guests.
Basics for developing a plan for a modular educational program (hereinafter referred to as the "Plan")	The educational program is in full compliance with the regulatory legal acts that determine national priorities in the field of education of the Republic of Kazakhstan, as well as the mission of 'Turan University' "Culture, education and science for the good of society" and quality goals for the 2020-2024 academic years of 'Turan University'. The development of the educational program 6B11102 - "Restaurant business and hospitality" involves the use of all the necessary resources (information, material and technical base, financial, personnel, etc.) to form the competencies of the graduate also, the provision of educational, scientific, methodological, educational work with students.
Main Developers of the Plan	<p>Head of dep: Yerubayeva G.K., PhD in biology</p> <p>TS: 1) Kalenova S.A, Doctor of economic sciences, professor; 2) Korablev V.A., PhD in economics, professor; 3) Yermolayeva L.L., PhD in economics, docent 3) Adilsheeva A.K., master, teacher</p> <p>Employers:</p> <p>1) Shaikenova R.R., President of KAGIR "Kazakhstan Association of Hotels and Restaurants". 2) Mitin A.A., director LLP «Almaty city tour» 3) Taipova S., HR department coordinator (talents and culture) LLP «Alterra Inn – Novotel Almaty City Center»</p> <p>Students:</p> <p>1) Makarova V., 4 course; 2) Orazkhan A., 3 course; 3) Maratkizi M., 3 course;</p>
Purpose of the Plan	Ensure effective implementation and management of the MEP 6B11102 - "Restaurant business and hospitality"
Planning mechanism	When forming the MEP, the development plan of the educational program, working curricula for EP 6B11102 - "Restaurant business and hospitality", the experience of implementing similar programs of other universities in Kazakhstan, near and far abroad is taking into consideration, educational programs are harmonized with programs of partner universities. The MEP and the development plan of the educational program were drawn up with the involvement of developers and employers (director of the ALE "Kazakhstan Association of Hotels and Restaurants" Shaikenova R.R., director of LLP "Almaty city tour" Mitin A.A., coordinator of the HR (talents and culture), department LLP "Alterra Inn - Novotel Almaty City Center" Taipova S.A.) taking into account the results of the students' survey of the specialty "Restaurant business and hospitality", (analysis of the external and internal environment, analysis of the satisfaction of students and teaching staff, analysis of the resources available and necessary for the program , including material and technical base, etc.).
Mechanisms for	Formation and adjustment of EP 6B11102 - "Restaurant business and

disseminating information about the Plan and the objectives of the MEP	hospitality" is carried out by discussion at the meetings of the educational and methodological section of the Department of Tourism and Service. Full information about the educational program (university resources, information about partners, admission rules, library, etc.) is available on the website of the Turan University www.turan-edu.kz . The official website of the university provides access to educational-methodical and educational-administrative information necessary for students through links to the automated information system "ASU-Turan", "Platonus", which is a system for automating the management of the educational process.
Terms of Plan implementation	<i>1.09.2020 - 1.09.2024 (4 years)</i>

Analysis of the external environment

Educational activities in the direction of training bachelors in EP 6B11102 - "Restaurant business and hospitality" are carried out in accordance with the license (state license series No. AA 14001575, order of the Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan dated February 05, 2014 No. 211. License validity period is unlimited). The educational program 6B11102 - "Restaurant business and hospitality" was developed in accordance with the National Qualifications Framework and Professional Standards, coordinated with the Dublin descriptors and the European Qualifications Framework, designed on the basis of a modular discipline learning system. The implementation of the educational program is carried out in accordance with the Standard Rules for the Activities of Organizations of Higher and Postgraduate Education No. 499 dated May 17, 2013, Resolution of the Government of the Republic of Kazakhstan No. 1080 dated August 23, 2012 "On approval of state compulsory education standards of the corresponding education levels. "The content of the educational program 6B11102 - "Restaurant business and hospitality" is annually adjusted in accordance with the requirements of the labor market, employers and students' requests, which is reflected in changes in the content in the catalog of educational modules.

SWOT-analysis of the «external environment»

<i>S (strength) – (potentially positive external factors)</i>	<i>W (weakness) – (potentially negative external factors)</i>
<ul style="list-style-type: none"> - implementation of marketing and monitoring researches in order to ensure the qualitative development of the educational program; -existence of a quality control system for the educational process; -extensive discussion of the EP by stakeholders allows to strengthen the quality component of the program 	<ul style="list-style-type: none"> - demographic decline; - change and sharp increase in the exchange rate; -low implementation (and in some cases absence) of professional standards for professional development of specialists in the hospitality industry. - job cuts in employers' organizations.
<i>O (opportunity) – (potentially positive external factors)</i>	<i>T (threat) – (potentially negative external factors)</i>

-the need in specialists; -forming joint educational programs with foreign partner universities; -involvement of practitioners in the educational process	- the presence of a large number of universities - competitors in the field of training in the specialty; - toughening of the requirements of the Ministry of Education and Science of the Republic of Kazakhstan for applicants to universities and university graduates; - crisis in the tourism and hospitality industry
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Analysis of the internal environment

The educational program 6B11102 – "Restaurant business and hospitality"; is provided with all the material and technical resources necessary for successful implementation: a sufficient classroom fund, specialized rooms (No. 602, 604, 708), the required number of computers, a testing room (No. 608, 610).

Educational and methodological documents for EP include working curricula, academic calendars, catalogs of educational modules, EMCDC (educational methodological complex of disciplines) in all areas of study. The educational program is updated annually, taking into account the market needs associated with the development of the tourism industry, taking into account the changes in State Standards (SCES RK) and professional standards, regulatory documents of the Ministry of Education and Science of the Republic of Kazakhstan, as well as the needs of the market and employers.

The teaching staff meets all the qualification requirements. The composition and proportion of teaching staff with advanced degrees in the context of EP is presented in Table 1.

Table 1. The qualitative composition of the teaching staff in the context of EP in the 2020-2021 a.y.

<i>EP</i>	<i>Teaching staff (total)</i>		<i>Teaching staff with academic degrees</i>	
	<i>number of teachers</i>	<i>Staff member Quantity/share,%</i>	<i>number of teachers</i>	<i>Staff member Quantity/share,%</i>
6B11102 - "Restaurant business and hospitality"	30	24/ 80%	12	11/ 45,83%

Of the 12 members of the department with an academic degree, job responsibilities are distributed within the framework of the program: the number of teaching staff leading training sessions in this specialty is 22 people, 15 full-time, including 9 with academic degrees and titles.

Doctor of Science, Professor - 4 staff units;

PhD, Docent- 5 staff units;

Senior Lecturer - 8 staff units;

Teacher - 3 staff units.

Over the past 3 years, teachers have taken various advanced training courses in the profile of the disciplines taught.

Scientific research work in the specialty is carried out annually through the participation of the teaching staff in international and republican scientific and practical conferences, interuniversity methodological conferences, etc.

The results of the research work were introduced into production, as well as into the educational process, including a patent received. Scientific projects are registered in the NCSTI: "Development of scientific and ecological tourism on the basis of natural and cultural -historical landscapes of the Republic of Kazakhstan"; (state registration number 0116RK00552);

“Research of tourist - recreational resources and cultural - historical objects of the Almaty region in the context of sustainable development”; (state registration number 0116RK00553).

Specialized classrooms are equipped with HP computers (14 pcs.), ‘SABER’, ‘R-Keeper’, ‘StoreHouse’, ‘Shelter’ software for classes, as well as access to the Internet and Wi-Fi.

The university library has a sufficient educational and scientific literature on EP in the state and Russian languages.

The bases of practice are: Tourism Department of Almaty, ALE “Kazakhstan Association of Hotels and Restaurants; Kazakhstan Tourist Association, LLP “Alterra Inn - Novotel Almaty City Center”, Restaurant “Guests”, Hotel “Renion Park Hotel”, Hotel “Mercur” and etc. Analysis of satisfaction of MEP students and teaching staff.

SWOT- analysis "Learners"

<i>S (strength) – (potentially positive internal factors)</i>	<i>W (weakness) – (potentially negative internal factors)</i>
<ul style="list-style-type: none"> - convenient location in the city center; - good material and technical base of the university; - the possibility of realizing creative potential for students; - own practice bases for students 	<ul style="list-style-type: none"> - there is a decrease in the contingent of applicants; - there is no master's degree in the educational program
<i>O (opportunity) – (potentially positive external factors)</i>	<i>T (threat) – (potentially positive external factors)</i>
<ul style="list-style-type: none"> - attraction of partners-practitioners to the educational process; - expanding the bases of practices for students by attracting employers - university graduates; - attracting a contingent of students (preparatory courses for applicants) 	<ul style="list-style-type: none"> - Insufficient number of vacancies for internship practice during the training period at the enterprises of the hospitality industry; - decrease a payment ability in the population's

SWOT-analysis of TS, realizing the EP

<i>S (strength) – (potentially positive internal factors)</i>	<i>W (weakness) – potentially negative internal factors)</i>
<ul style="list-style-type: none"> - professional staff training -wide involvement of specialist partners-practitioners for the educational process. 	<ul style="list-style-type: none"> - an increase in the average age of the teaching staff; - insufficient number of teaching staff conducting classes in English
<i>O (opportunity) – potentially positive external factors)</i>	<i>T (threat) – potentially negative external factors)</i>
<ul style="list-style-type: none"> - the opportunity to improve qualifications through the system of continuing education of the university, and partners (KAGiR) 	<ul style="list-style-type: none"> - low socio-economic status of a university teacher in the Republic of Kazakhstan; - low interest of domestic business in funding applied scientific research.

EP development action plan

№	Events	The level of education	Responsible	Deadlines	Reporting type, execution mark
I. Improving the content of the MEP					
1.1	Formation and optimization of the educational program by increasing the degree of its attractiveness (annual renewal by 30%, taking into account the achievements of science, labor market requirements and analysis of the satisfaction of MEP students and their needs), as well as the development of EP, taking into account professional standards. Annual adjustments to entrepreneurial modules. Participation of the EP in the ratings of the IAAR and Atameken in order to increase the competitiveness of the EP.	Undergraduate	Yerubayeva G.K., Kalenova S.A., Adilsheeva A.K.	April 2021 г. 2022 г. 2023 г. 2024 г.	
1.2	Development of the goal and objectives of the educational program. Annual adjustment and addition of tasks, the introduction of new modules in the EP. Define competencies, taking into account the requirements of the labor market (opinion of employers, practitioners).	Undergraduate	Yerubayeva G.K. Kalenova S.A., Cherednichenko A.V.	April 2021 г. 2022 г. 2023 г. 2024 г.	
1.3	Determination of the competencies of a specialist and disciplines of the specialty, taking into account professional standards	Undergraduate	Yerubayeva G.K. Kalenova S.A., Ermolaeva L.L.	April 2021 г.	
1.4	Involvement of partners-employers and graduates of the EP to conduct guest lectures, trainings, discussion of the MEP at the EMA of the department. Place information on the website of the University "Turan" www.turan-edu.kz	Undergraduate	Yerubayeva G.K. Burkitbay A. Zh., Musaev M.A.	April 2021 г. 2022 г. 2023 г. 2024 г.	
1.5	Preparation for the implementation of a two-tier program (bachelor's, master's)	Undergraduate	Yerubayeva G.K. Kalenova S.A., Ermolaeva L.L.	April 2023 г.	
II. Educational and methodological support					
2.1	Improvement of the content and methods of teaching, the introduction of new forms of education (including distance technology). Changing the form of assignments for DE. Application of special computer platforms (Electronic booking systems - "R-Keeper", "StoreHouse", "Shelter")	Undergraduate	Ospanova A.K., Yermolaeva L.L., Burkitbay A. Zh., Musaev M.A.	October 2020 г. 2022 г. 2023 г.	
2.2	Creation and improvement of the site, the page of the department (with the involvement of students), placement of educational and methodological materials, scientific and methodological events. Turan University website www.turan-edu.kz	Undergraduate	Ospanova A.K., Burkitbay A. Zh., Musaev M.A., Adilsheeva A.K.	January 2021 г. 2022 г. 2023 г. 2024 г.	
2.3	Experience exchange of teaching staff	Undergraduate	Kalenova S.A.,	September,	

	in the framework of academic mobility with foreign partner universities. Participation in the implementation of a scientific project, online lectures (Kalenova S.A., Cherednichenko A.V., Faizullina G.Sh.)	uate	Cherednichenko A.V., Faizullina G.Sh.	2021 г. 2022 г. 2023 г.	
2.4	Development of a textbook recommended by SEMA (EMU GMP) in the discipline "Recreation and balneology".	Undergraduate	Cherednichenko A.V.	September 2020 г.	
2.5	Development of a textbook «Restaurant business and restaurant marketing»	Undergraduate	Kalenova S.A., Demeuova B.M.	September 2021 г.	
2.6	Development of the textbook "Economics of hospitality enterprises"	Undergraduate	Yermolaeva L.L., Demeuova B.M.	September 2021 г.	
III. Staffing					
3.1	To sign a contract on cooperation in internal academic mobility with PSU Toraigyrov	Undergraduate	Yerubayeva G.K.	October 2021 г.	
3.2	Questioning students on the subject of the quality of teaching, student satisfaction with the learning outcomes and provision of conditions for personal development and education at the university	Undergraduate	Advisors of groups	April 2021 г. 2022 г. 2023 г. 2024 г.	
3.3	To intensify the process of passing advanced courses and internships in the profile of the taught disciplines (training own personnel, increasing the level of knowledge of English)	Undergraduate	Yerubayeva G.K., Imangaliev T.O., Ospanova A.K.	October 2021 г. 2022 г. 2023 г. 2024 г.	
IV. Logistical support					
4.1	Purchase of educational equipment in full compliance with modern requirements for a specialist in the hospitality industry (purchase upon request (special clothing), design of rooms 602 and 604), purchase of software and computer equipment "R-Keeper software ", " StoreHouse ", " Shelter "	Undergraduate	Yerubayeva G.K., Musaev M.A., Burkitbay A.Zh.,	October 2020 г.	
4.2	Expansion of the practice base, conclusion of contracts (KTA, KAGiR)	Undergraduate	Kalenova S.A., Musaev M.A.	June 2021 г. 2022 г.	
4.3	Expand the geography of internship bases (opportunities for internship in the regions of Kazakhstan - Mangystau, Aktobe, Atyrau, Kyzylorda, Shymkent, etc.)	Undergraduate	Kalenova S.A., Cherednichenko A.V., Adilsheeva A.K., Faizullina G.Sh.	June 2022 г. 2023 г.	
V. Information and library resources					
5.1	Control over ensuring the availability of scientific databases, electronic scientific journals (publications of teaching staff - registration of e-library, electronic library)	Undergraduate	Teaching staff	2020-2023 г.	
5.2	Updating the library fund with professional literature (filing applications for the acquisition of	Undergraduate	Teaching staff	September 2021 г. 2022 г. 2023 г.	

	modern literature)				
VI. Development of the MEP research component					
6.1	Sign new contracts for researches, as well as prolong initiative topics	Undergraduate	Teaching staff	January 2021 г.	
6.2	Attract students to participate in competitions (RHB Olympiad, tourism exhibition, competition of tourism projects)	Undergraduate	Teaching staff	October 2020 г. 2021 г. 2022 г. 2023 г.	
6.3	Active teaching staff and students participation in International conferences	Undergraduate	Teaching staff	April 2021 г. 2022 г.	
6.4	Development of thesis topics, taking into account the requirements of partner-employers with an emphasis on practical implementation	Undergraduate	Kalenova S.A., Cherednichenko A.V.	May 2022 г.	
VII. Monitoring of the MEP effectiveness					
7.1	Improving the assessment of learning outcomes. (improving the form of SIW assignments, format of test assignments, exam form)	Undergraduate	Cherednichenko A.V., Faizullina G.Sh.	April 2021 г. 2022 г. 2023 г. 2024 г.	
7.2	Development / use of methods for determining the level of formed competencies of students (final and intermediate control, results of professional practice, feedback from employers)	Undergraduate	Kalenova S.A., Korablev V.A.	April 2021 г. 2022 г. 2023 г. 2024 г.	
7.3	A survey of employers, a questionnaire survey of the teaching staff with the satisfaction of the program, etc. (department meetings - discussion of the EP, round tables with the invitation of practitioners, feedback from employers)	Undergraduate	Ospanova A.K., Adilsheeva A.K..	April 2021г. 2022 г. 2023 г. 2024 г.	

Creators:

Head of EP

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