



LLP "Academy of Physical Education and Mass Sports»

**APPROVED by
the decision of
the Academic Council Protocol
No. 2 dated September 22, 2023y.**

EDUCATIONAL PROGRAM DEVELOPMENT PROGRAM

7M04101, 7M04102 Sport Management

Astana, 2023

DEVELOPED BY

The dean

Zh. Kenzhin

«____» _____ 2023 y.

AGREED

Vice-Rector for Academic
Affairs

T.Kuangalieva

«____» _____ 2023 y.

RECOMMENDED

The Educational and Methodological Council, Protocol No. 2 dated September 19, 2023.

1. Introduction

This program of development of the educational program 7M04101, 7M04102 Sports management (hereinafter - Program) is developed in order to improve the system of management of educational programs to increase the effectiveness of planning and organization of activities, implementation of strategic objectives of APEMS and applied by all structural units.

This Program is developed in accordance with the legislation of the RK, Charter of APEMS, Strategy of development of APEMS for 2022-2026 years, Academic, Personnel policies of APEMS, Standards and guidelines for quality assurance in higher education in the European Higher Education Area (ESG) and Guide to the use of ECTS.

Implementation period: 2023-2025.

Social partners for the implementation of the strategy:

Objective: Creation of a constantly developing innovative educational environment, providing high-quality training of scientific and pedagogical personnel for the field of physical culture and sports, having demanded competitive social and personal qualities.

Tasks:

- Study of the market and requirements of all consumer groups service on the educational program of postgraduate education 7M04101, 7M04102 Sports management.
- Modernization of the educational program to meet professional standards and the ever-changing needs of the labor market..
- Qualitative growth of the staff capacity, ensuring implementation and development of the educational program.
- Modernization of the educational process taking into account the world trends in learning technologies and the challenges of time.
- Improvement of training and logistics support to Educational program.

Programme rationale:

Educational program 7M04101 (7M04102) Sports management is intended for training managers of the field of mass sport, responsible for the strategic development of sports organizations in modern conditions and capable of taking leading positions.

Regulatory support:

- Law of the Republic of Kazakhstan «About education»;
- National project «Quality education «Educated nation»;
- State mandatory standards of Higher Education
- Classifier of training areas with higher and postgraduate education;
- Concept of development of physical culture and sport of the Republic of Kazakhstan until 2025;

- Model rules for the activities of educational organizations implementing higher education and (or) postgraduate education programs;
- Professional standards and sectoral framework of qualifications, posted on the website of the National Chamber of Entrepreneurs «Atameken» (<https://atameken.kz/ru/services/16>);
- Dublin Standard (European Qualifications Framework).

This educational program ensures the application of individual approach to undergraduates, ensures the transformation of professional competences from professional standards and sectoral qualifications framework into learning outcomes. The developed educational program corresponds to the requests of all interested parties (students, employers, state) and meets external qualification requirements.

Graduate of the educational program may conduct the following professional activities:

- pedagogical;
- management in the field of sports;
- trainer and instructor;
- methodical.

The scope of activities is not limited to the field of education, but also involves participation in projects in interdisciplinary industries where sports technologies are developed, implemented and used.

Information about the educational program

Duration of training: 1 and 2 years

Awarded degree: Master of Economic Sciences on the educational program «7M04101 Sports Management», Master of Business and Management on the educational program «7M04102 Sports Management».

Qualification levels

Level of education	Level according to NCC	Level according to TEC
07	07	07

Expected results of the strategy:

- Meeting the needs of the labor market of Kazakhstan by physical culture teachers and trainers-methodologists, who have the necessary competences and skills, able to perform multifunctional tasks in VUCA-world;
- meeting the needs of all stakeholders quality education programs;
- Employment rate of EP graduates at least 70% in the first year after graduation;

Implementation plan of the EP development strategy

№	Activities at the stages of development	Deadlines	Responsible performers	Expected result
1.	Survey of physical culture and sports organizations on personnel needs	Annually	ДСКУ/ДСКУ	Personnel requirements report
2.	Conducting a survey of employers to determine the quality of education among graduates Educational program	Annually	ДСКУ/ ДСКУ, ДМСО/ДМСО	Report
3.	Annual survey of undergraduates on the quality of teaching	Annually	ДСКУ, ДМСО ДСКУ/ДМСО	An increase in the proportion of undergraduates with positive feedback on the quality of specialist training
4.	Making changes to the content of the YP in accordance with the requirements of the NPA and the results of the survey of employers	Before the start of the school year	Director of the Educational Program	Обновленная ОП
5.	Updating of educational materials Educational program	Before the start of the school year	Teaching staff	Current educational material
6.	Conducting a competitive selection process to attract highly qualified personnel to teaching staff, in accordance with the requirements in the field of higher education, the professional competencies of candidates, and their practical experience	Constantly, as vacancies are created	Commission	Teaching staff
7.	Participation of undergraduates in scientific conferences (university, national, international)		Responsible researchers, Scientific supervisors of undergraduates	Improving the level of training of undergraduates and obtaining new competencies, increasing the number of reports at scientific conferences and seminars
8.	Advanced training of teaching staff (including under the Bolashak program)	Constantly	Director of the Educational Program	Certificates
9.	Involvement of employers in the process of improving educational programs,	Constantly	Director of the Educational Program	Conducting round tables

	definitions of professional competencies of a master's student in Educational programs			
10.	Attracting foreign scientists and teachers, leading industry experts, to give lectures on the disciplines of the educational program	Constantly	Director of the Educational Program	Foreign teaching staff
11.	Replenishment and development of the scientific library fund	Constantly	NL	Fund increase
12.	Equipping classrooms with modern technical facilities and equipment	Every two years	Governance	30% of updated equipment
13.	Introduction of digital services and electronic document management	October-November 2023	Director of the EP Departme	EDMS
14.	Advising undergraduates and graduates of APEMS on career building, practices and employment	Constantly	CCBAR	Consultation log
15.	Participation in scientific and educational grant competitions for additional funding	Annually	Governance	Increasing the number of government grants and scholarships for achievements in sports
16.	Ensuring academic mobility of undergraduates	Annually	Compulsory medical insurance	At least 2%

The graduate's competence model

1	Educational programme	7M04101 (7M04102) «Sports management»
2	Education level	NQF - level 7, European Qualifications Framework - level 7
3	Degree awarded	Master of Economics in the educational program "7M04101 Sports Management", Master of Business and Management in the educational program "7M04102 Sports Management"
4	Areas of professional skills	Education, sports, physical education
5	Objects of professional activity	<ul style="list-style-type: none"> – management and infrastructure bodies; – secondary professional and higher education institutions; – scientific centres, research and expert-consulting organisations; – interdepartmental, interregional and international scientific and technical organisations.
6	Types of professional activity	<ul style="list-style-type: none"> – planning of the main directions of production and management development; – determination of management goals and objectives, their effectiveness; – formation of the structural productive object and management structure; – stimulation of personnel, activation of their work; – coordination and control of all aspects of managerial activity; – organisational and managerial; analytical; research; pedagogical.

Risk management:

The process of implementing the EP determines the necessity to take into account possible risks and procedures for their management.

Risks arise from the specific features of educational activity, which is expressed in the impossibility of quality assessment before the full completion of the programme and awarding the graduate with the appropriate degree. Also, the quality of education is immeasurable in monetary terms, etc., which implies the development of various techniques and methods of risk management, with the setting of specific tasks in certain situations.

Risk analyses are oriented towards understanding their importance and readiness to take preventive decisions. Possible solutions are considered in the framework of educational programmes management, search for the most effective methods at the meetings of the Academic Committee of the EP in the direction of training.

Possible risks:**Action to prevent possible risks**

№	Naming of risks	Probability of risk	Possible consequences	Prevention measures
1	Insufficient enrollment of applicants	Low	Closing of EP	Active marketing policy Constant monitoring of the labor market Changing the terms of study Teaching in English
2	Insufficient satisfaction of stakeholders with the quality of education	Low	Decreasing enrolment Low employment rate	Continuous monitoring of the quality of education through sociological survey Involvement of employers in the educational process and decision-making Introduction of changes in the content of EP
3	Lack of highly qualified teaching staff	Average	Decrease in the quality of teaching staff	Professional development of teaching staff Staff training within the framework of targeted doctoral studies AM teaching staff
4	Financial instability	Low	Lack of equipment for classrooms, updating of the computer fleet	Development and implementation of additional educational programs and courses Diversification of financial activities (rent, sports events)

* Possible risk scale

Possible risk assessment	Interpretation evaluation in the time range
Low	The event does not occur more than once every 4 years.
Average	The event can occur once within 3 years.
High	The event can happen within 2 years.
Very high	The event is likely to happen this year.

4. EP DEVELOPMENT PLAN

1. Academic activities

Target indicator: employment of graduates of the educational program in the field of study - not less than 90%

№	Indicators	Units of measurement	2023 (fact)	2024	2025	2026	2027	2028
1	Contingent of students (Master's degree)	people	2	10	10	10	10	10
2	Share of Master's students participating in internal/external mobility programs	%	1%	1%	2%	3%	4%	4%
3	Provision of educational and methodological facilities	%	100	100	100	100	100	100
4	Provision of teaching staff with degrees	%	70	70	75	75	80	80
5	Attracting practitioners to teaching activities	%	-	-	2	2	2	2
6	Provision of educational programs with necessary information and material and technical resources	%	100	100	70	80	90	100

Activities to achieve indicators

Indicators	Activities	2023 (fact)	2024	2025	2026	2027	2028	Responsible	Source of finance
Contingent of students	Admission of students to the EP	-	5	10	15	20	20	Director of the EP Department	
	Participation in the program of the International Higher Educational Institutions of the Republic of Kazakhstan in the direction of students on academic mobility	-	-	2	2	3	3	Director of the EP Department	
	Participation in international credit mobility programs	-	-	-	-	-	-	Director of the EP Department	
	Academic exchange with partners (internal/external)	-	2	1	1	1	1	Director of the EP Department	
	Opening of joint EPs								

	Opening of double-degree EPs:					1	1		
	- with foreign universities		-	-	-	1	1	Director of the EP Department	
Provision of EMM	Annual updating of curricula (syllabuses) taking into account the interests and needs of employers, %	-	10	19	19	19	19	Director of the EP Department	
	Development of relevant methodological documents for educational programs in the training area, %	-	100	100	100	100	100	Director of the EP Department	
	Publishing educational, educational and methodological publications	-	-	0	1	1	2	Director of the EP Department	
Quality of teaching staff	Total number of faculty members required to support the educational process of the EP / number of those with a degree according to standards, %	-	70	75	75	75	80	Director of the EP Department	
	Attracting faculty members with a degree through a competition	-	1	1	1	1	1	Director of the EP Department	
	Training in doctoral programs at other universities through targeted grants	-	2	-	1	1	1	Director of the EP Department	
	Internship under the Bolashak program	-	2	-	1	2	2	Director of the EP Department	
	Advanced training in courses taught, %	-	5	10	10	10	10	Director of the EP Department	
	Attracting practitioners for teaching activities, %	-	-	2	3	4	5	Director of the EP Department	
Open centers (branches of EP) at specialized organizations	Conclusion of agreements on practical training and internships	-	-	1	2	2	2	Director of the EP Department	
	Conclusion of agreements on opening resource centers (branches of OP) at specialized organizations	-	-	-	-	-	-	Director of the EP Department	

Provision of the EP with information and material and technical resources	Purchase of literature	-	5	10	15	20	25	Director of the EP Department	
	Subscription to electronic databases:	-	-	2	3	3	3	Director of the EP Department	

2. Research and innovation activities

Target indicator: Share of external funding for science in the budget

№	Indicators	Units of measurement	2023 (fact)	2024	2025	2026	2027	2028
1	Number of funded scientific projects	quantity	-	1	1	-	1	1
2	Number of commercialized R&D/startups	quantity	-	-	1	1	2	2
3	Share of faculty with Hirsch index of at least 3	%	-	1	1	1	1	1
4	Number of publications indexed in Scopus, WoS	unit	-	2	3	3	5	5

Activities to achieve indicators

Indicators	Activities	2023 (fact)	2024	2025	2026	2027	2028	Responsible	Source of finance
Number of funded research projects	Increasing the number of applications submitted to the GF competition	-	1	1	1	2	2	Professors, Associate Professors of the EP, Director of the Department of the EP	
	Submitting applications for the competition "Zhas Galym"	-	1	1	1	2	3	Professors, Associate Professors of the EP, Director of the Department of the EP	
	Submission of applications for the TFP project competition	-	1	1	1	-	-	Professors, Associate Professors of the EP,	

								Director of the Department of the EP	
	Hiring of teaching staff with high h-index, including foreign ones	-	-	1	1	0-1	0-1	Director of the EP Department	
The share of teaching staff with an Hirsch index of at least 3	Hiring faculty with a high h-index, including foreign ones	-	-	-	1	0-1	0-1	Director of the EP Department	
	Training of own staff	-	-	1	1	2	3	Director of the EP Department	
	Training of employees in targeted doctoral programs	-	1	1	1	1	1	Director of the EP Department	
The share of teaching staff with an Hirsch index of at least 3	Hiring faculty with a high h-index, including foreign ones	-	-	-	1	1	1	Director of the EP Department	
	Training of own staff	-	-	1	1	1	1	Director of the EP Department	

3. Educational work

№	Indicators	Units of measurement	2023 (fact)	2024	2025	2026	2027	2028
1	Number of scientific conferences, seminars, trainings, round tables held	unit	-	-	1	2	2	2
2	Share of master's students participating in creative and sports events	%	-	-	-	4	5	15
3	Share of master's students involved in the volunteer movement	%	-	-	1	3	4	5

Activities to achieve indicators

Indicators	Activities	2023 (fact)	2024	2025	2026	2027	2028	Responsible	Source of finance
Number of scientific conferences, seminars, trainings, round tables held	scientific and practical conference of young scientists, master's students	-	-	1	2	2	2	Director of the EP Department	Own and sponsorship funds
Share of master's students participating in creative and sports events	Spartakiada	-	-	-	1	1	1	Director of the SOC Department	Own and sponsorship funds

Acknowledgment Sheet

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