

**ABOUT THE EXPERIENCE OF THE KAZAKH UNIVERSITY OF  
ECONOMICS, FINANCE AND INTERNATIONAL TRADE IN THE  
DEVELOPMENT OF INTERNATIONALIZATION PROCESSES  
THROUGH ERASMUS + PROJECTS**

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The internationalization of higher education creates new opportunities, contributes to increasing the accessibility and quality of higher education and the introduction of innovative work processes in higher education systems. Relying on the achievements of international cooperation, internationalization, in turn, contributes to its strengthening. The strategy of internationalization of KazUEFMT is developed in accordance with the strategy of academic mobility in the Republic of Kazakhstan for 2012-2020, as well as the documents of the Organization for Economic Cooperation and Development (OECD).

Internationalization in higher education at the national, sectoral and institutional levels is a process in which the goals, functions and organization of the delivery of educational services acquire an international dimension.

Internationalization of education includes the following forms of international cooperation:

1. Individual mobility: mobility of students or professors for educational purposes;
2. Mobility of educational programs and institutional mobility; establishment of new international standards of educational programs;
3. Integration of the international dimension and educational standards into the curricula;
4. Institutional partnership: creation of strategic educational alliances.

There are four strategies for the internationalization of higher education that characterizes the policies of the OECD countries in this area<sup>1</sup>:

1. Mutual understanding approach;
2. Skilled migration approach;
3. Revenue-generating approach;
4. Capacity building approach.

**Mutual understanding approach.** The mutual understanding approach is based on the long-term political, cultural, and academic goals of the country's development. The implementation of such strategy is carried out through the support of student and academic mobility, provision of scholarships and the implementation of academic exchange programs, as well as programs aimed at building institutional partnerships in higher education. The central principle of this approach is international cooperation, not competition.

**Skilled migration approach.** The skilled migration approach is aimed at attracting selected foreign specialists and talented students to work in the host country as a means of ensuring economic development and enhancing the country's competitiveness in the knowledge economy. The main instrument of this approach is the system of academic scholarships, supplemented by an active program to promote the higher education system of the country abroad in conjunction with the adoption of appropriate visa and immigration legislation. The implementation of such programs is carried out through special agencies or a network of agencies and organizations.

**Revenue-forming approach.** The revenue forming approach is based on an agreed approach and on strategies for attracting skilled labor; however, the educational services are offered on a fully paid basis and state subsidies are not provided. Foreign students provide additional income to educational institutions, encouraging universities to implement entrepreneurial strategy in the international education market. Governments, in turn, provide significant autonomy to universities, provide a high reputation for their higher education system, as well as a high degree of protection for foreign students.

**Capacity building approach.** The capacity building approach encourages higher education abroad or in higher education institutions - providers of foreign educational services. Important tools for this approach are:

- 1) programs supporting foreign mobility of civil servants, faculty, scientists and students;
- 2) providing foreign universities, programs and teachers with favorable conditions for commercial educational activities in the country and encouraging the establishment of partnerships with local providers of educational services to ensure the transfer of knowledge between foreign and local educational institutions.

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<sup>1</sup> OECD (2004). Internationalization and Trade in Higher Education: Opportunities and Challenges  
// <http://www.oecd.org/education/skills-beyond-school/33730019.pdf>

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The notion of internationalization in the field of higher education in international practice traditionally includes two aspects: "internal" internationalization (at home) and "external" internationalization (education abroad, cross-border education).

The undoubted advantages of internationalization include the emergence of international quality standards and higher levels of innovation in higher education, increased accessibility of higher education, universalization of knowledge, expansion and strengthening of international cooperation and stimulation of academic and student mobility.

One of the important components of internationalization is the academic mobility of students and teachers. KazUEFMT is taking practical steps to implement academic mobility as one of the effective parameters of the Bologna process.

Academic mobility of students (undergraduate and post-graduate), teachers, researchers and administrative staff of higher educational institutions is one of the main elements that create opportunities for personal growth, supporting international cooperation between people and higher education institutions, improving the quality of higher education and scientific research.

The main forms of academic mobility are:

- joint programs;
- network consortia of universities;
- academic exchange programs between partner universities;
- exchange programs of international funds (Erasmus +, DAAD programs, etc.);
- academic or research internships;
- internships in the industry;
- coordination and participation in the summer programs of universities.

International activity in KazUEFMT is carried out within the framework of concluded agreements with foreign universities and organizations (57), including 30 with partners from the far-abroad countries and 28 with partners from the near-abroad countries. Within the framework of these agreements, meetings, round tables, conferences, guest lectures of foreign lecturers and other events are held annually.

The University participates in the implementation of 3 projects of the Erasmus + program.

### **1. Project Erasmus + "WELCOME": Opening towards the international university communities.**

Main characteristic of the project:

- Duration of the project: 2016 – 2019;
- The project budget is 87,755.5 EUR;

- Expected results: introduction of strategic and marketing methods for attracting foreign students, teachers and researchers.

**The objectives of the project:** to increase the growth of internationalization in Kazakhstani and Chinese universities; to increase the growth of foreign students and teachers from partner universities; to develop an international online platform; to create service-oriented centers for international relations; to develop a strategic and marketing plan for internationalization.

**Expected results:** report on the level of internationalization of universities and marketing activities; creation of a portal of Kazakhstani and Chinese universities on internationalization; creation and development of service-oriented centers for international relations; training of project managers and personnel; development and implementation of strategic and marketing plans.

**Partners:** Polytechnic University of Catalonia (Spain); Royal Institute of Technology (Sweden); Tallinn University of Technology (Estonia); Instituto Superior Técnico (Portugal); University of Rovira i Virgili (Spain); University of Perpignan Via Domitia (France); Beihang University (PRC); Tongji University (PRC); L.N. Gumilyov Eurasian National University (Kazakhstan); Narxoz University (Kazakhstan); Karaganda State Medical University (Kazakhstan); Kazakh University of Economics, Finance and International Trade (Kazakhstan).

## **2. Project Erasmus + "EDUQAS" Implementation of the Quality Assurance System through University-Business-Government cooperation in universities "**

Main characteristic of the project:

- The duration of the project: 2018-2020;
- The project budget is 67,732 euros.

**The goal of the project:** to improve the quality assurance systems of education by developing effective internal quality standards. The internal quality control system will be based on the analysis of needs and opportunities in universities of Kazakhstan and Ukraine and analysis of best practices from the best quality assurance projects within the Bologna process.

**Objectives:** to promote the establishment of a quality culture at various levels through motivation, trust, responsibility of students and individual employees and institutional leadership; to develop proposals for the development of programs for undergraduate and post-graduate programs with the involvement of all stakeholders; to develop technologies for assessing the quality of undergraduate and post-graduate programs; to conduct training on quality assurance for professionals and teachers; to improve the university-business-government partnership network through cooperation with EU universities; to develop internal quality information systems in universities and corporate quality assurance infrastructure based on information, communication, online and mobile technologies.

**Expected results:** establishment of a quality assurance unit, development of a set of standards and guidelines for internal quality control in higher education; improvement of the quality of activities (research, education, management) based on the study of the procedures and processes of EU universities; improvement of the quality of culture among students, teachers, management and administration of the University; an advanced university-business-

government partnership network through the cooperation of quality assurance agencies, professors, researchers, university students of the EU; improved internal university information systems for quality assessment and corporate quality assurance infrastructure; national quality standards based on the pilot domestic policies, guidelines and quality control procedures, ensuring the quality of the partner organizations.

**Partners:** University of Craiova (Craiova, Romania) - Project Coordinator, Royal Institute of Technology (Stockholm, Sweden), University of Liege (Liege, Belgium), Plovdiv University (Plovdiv, Bulgaria), University of Latvia (Riga, Latvia), University of Lorraine (Nancy, France), Simon Kuznets Kharkov National University of Economics (Kharkov, Ukraine), Lviv Polytechnic National University (Lviv, Ukraine), Donetsk State University of Management (Mariupol, Ukraine), National Metallurgical Academy of Ukraine (Dnipro, Ukraine), Kazakh Abylai khan University of International Relations and World Languages (Almaty, Kazakhstan), Kazakh University of Economics, Finance and International Trade (Astana, Kazakhstan), Institute of Higher Education of the National Academy of Educational Sciences of Ukraine (Kiev, Ukraine), Quality Assurance Agency for Higher Education (Kiev, Ukraine), Ministry of Education and Science of Ukraine (Kiev, Ukraine), Ministry of Education and Science of the Republic of Kazakhstan (Astana, Kazakhstan), The Supreme Council for the evaluation of research and education (Paris, France).

**Associate partners:** Independent Agency for Accreditation and Rating (Astana, Kazakhstan), Bilim-Central Asia Educational Center (Almaty, Kazakhstan), Association of Kazakh Teachers of the French Language (Almaty, Kazakhstan), Kazakhstan Communication Association (Almaty, Kazakhstan), Kharkov City National Public Association of Kazakhstanians "Birlik" (Kharkov, Ukraine), Latvian Confederation of Employers (Riga, Latvia), Institute of Contemporary Psychological Technologies (Kiev, Ukraine), Time is possible (Kharkov, Ukraine), Gender Resource Center (Kharkov, Ukraine), Kharkov Regional State Administration (Kharkov, Ukraine), Dnepropetrovsk Chamber of Commerce and Industry (Dnipro, Ukraine), Agency of French-speaking Universities in Central and Eastern Europe (Bucharest, Romania).

### **3. The project of academic mobility Erasmus + with the University of Valladolid in Spain.**

Main characteristic of the project:

- Duration of the project: 01.06.2017 - 31.07.2019.

**Expected Result:** Within the framework of the agreement with the university, students can receive an academic mobility scholarship for one semester. An interinstitutional agreement was signed with each university partner and contains information about universities, number of allocated seats, necessary language skills, etc.

**Project partners:** universities of the following countries: Albania, Argentina, Azerbaijan, Belarus, Belize, Bolivia, Brazil, Cape Verde, Chile, Colombia, Cuba, Egypt, El Salvador, Fiji, Gabon, Georgia, Guatemala, Honduras, Jamaica, Kazakhstan, Kyrgyzstan, Nicaragua, Nigeria, South Africa, Papua New Guinea, Paraguay, Trinidad and Tobago, Tunisia, Ukraine, Uzbekistan, Vietnam, Zambia.

Mobility period - 5 months.

The monthly scholarship for undergraduate and graduate students is 800 EUR, in addition the University of Valladolid covers the costs of travel to Spain, medical insurance, registration fee, visa fees, as well as Spanish courses for all foreign students.

Participation in these projects allows not only to raise the process of internationalization of the educational process to a new level, but also to gain access to modern educational technologies.

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