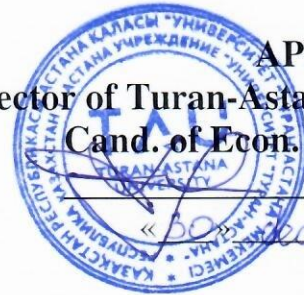


**Turan-Astana University**



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# The internationalization strategy of Turan-Astana University for 2024-2029

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## **The mission, objectives and priorities of the University's internationalization**

The strategic goal of Turan-Astana University (TAU) is to consolidate its leading positions in Kazakhstan and achieve brand recognition among foreign applicants in providing world-class scientific and educational services in the interests of innovative socio-economic development of the country, primarily in the development of international cooperation. The internationalization strategy has largely determined the mission of Turan-Astana University and its goals for the future.

This Internationalization Strategy is included in the Development Program (Strategy) of Turan-Astana University for 2024-2029, which was approved by the decision of the University Academic Council (Protocol No. 5 dated 24.12.2024).

The internationalization strategy of Turan-Astana University is designed to facilitate the implementation of one of the main tasks facing the University in 2024-2029 – the development of international cooperation.

The university's mission as a leading university in the industry is to carry out educational and research activities aimed at training specialists with higher education and highly qualified scientific personnel capable of perceiving, generating and embodying innovative ideas, creating competitive, high-tech products in the field of digital economy, law, and information systems.

### **TAU development priorities:**

1. In the field of internationalization of education:
  - systematic implementation of the tools of the European Higher Education Area in the university's educational process;
2. In the field of internationalization of scientific research:
  - involvement of teachers, doctoral students, undergraduates and students in scientific research, ensuring their wide participation in scientific project competitions of domestic and foreign foundations and organizations;
  - increasing scientometric indicators of scientific activity by increasing the number of publications in high-impact scientific journals.
3. In the field of international cooperation development:
  - increasing the university's recognition in the international market;
  - development of the university's degree of internationalization in the field of education and scientific research;
  - an increase in the volume of exports of educational services, as well as scientific products and services;
  - improvement of the University's international management system.

**The internationalization of TAU** should be understood as the process of integrating higher education into the international educational community, through the use of a specific set of components, which includes exchange programs for students, teachers, and researchers between subjects of the global educational community (training, internships); the development and implementation of unified curricula that meet international standards; the involvement of teaching staff in the global labor market, the activation of participation in various international conferences, forums,

competitions; the development of intercultural relations; increased publication activity in foreign publications for all members of the educational community; increased opportunities for obtaining grants from foreign organizations and other forms that can be formed in the context of integration and globalization, as well as expanding the capabilities of countries participating in the global economy, taking into account all subjects of the education system (universities, schools, colleges, etc.).

**The main forms of internationalization of TAU include:**

- joint and double-degree programs with foreign partner universities in the framework of the educational process;
- implementation of joint research projects;
- development of curricula that meet international standards;
- academic exchange of students;
- academic mobility of the teaching staff;
- language programs for international students;
- inviting foreign scientists to give a course of lectures;
- implementation of educational programs in a foreign language;
- participation in internships for students, undergraduates, and doctoral students;
- participation in teaching staff internships;
- organization and participation in scientific research events;
- organization and participation in summer and winter schools (including joint ones) both students and teachers;
- participation in international and regional educational exhibitions, organizations, foundations, projects (DAAD, AIESEC, etc.);
- work of the teaching staff within the framework of international grants;
- expansion of publication activity in foreign publications.

## The Internationalization Strategy of Turan-Astana University for 2024-2029

II	Sections and events	Completion dates	Responsible persons	Expected result
	<b>Internationalization of education</b>			
1	Optimization of educational programs and areas of training for specialists with higher education			
1.1	Expanding the number of educational programs in English at all faculties	2024-2029	First Provost, Provost for Internationalization, Infrastructure and Marketing	Bachelor's and Master's degree programs in English
1.2	Selection and nomination of promising TAU undergraduates to study at leading foreign research centers in priority areas of economic development	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, Vice Rector for Science and Innovation	Annual submission of candidates for consideration by the Commission for training in foreign countries organizations
2	<b>Development of educational standards and provision of educational process with educational and program documentation</b>			
2.1	Development of an action plan aimed at expanding foreign language training	2024 – 2026	First Provost, Provost for Science and Innovation	Developed educational and methodological documentation for teaching students; an electronic database of working curricula and disciplines in English; updated information on the website about learning opportunities in English; an agreed plan for inviting foreign scientists to give lectures in a foreign language.
2.2	Ensuring the university's participation in international conferences, symposiums, exhibitions, etc.	2024 – 2029	Provost for Science and Innovation, Provost for Internationalization, Infrastructure and Marketing	Annual holding of at least 3 scientific and technical conferences, symposiums and seminars at the university, participation in international exhibitions and fairs
	<b>Internationalization of scientific research</b>			
1	Planning and organization of scientific and scientific-technical activities			
1.1	Ensuring the university's participation in the	2024 – 2029	Provost for Science and Innovation	The University's annual participation in at least 2

	formation and implementation of state programs at various levels and individual projects, in competitions of the Ministry of Science and Higher Education, domestic and foreign research funds			projects
1.2	Stepping up efforts to improve the efficiency of extra-budgetary activities	2024 – 2029	Provost for Science and Innovation	Increase in income from scientific activities
1.3	Involvement of students, undergraduates and doctoral students in carrying out scientific research on the tasks of government programs at various levels, contracts with enterprises and organizations	2024 – 2029	Provost for Science and Innovation	An increase in the number of scientists, including young scientists, involved in a research project
1.4	Providing additional information and consulting support to promising young scientists who plan to continue their activities in the university's research departments, and introducing annual financial incentives on a competitive basis for publications in international rating publications with a high impact factor.	2024 – 2029	Provost for Science and Innovation	
2	Development of innovation and technology transfer			
2.1	Promotion of scientific and technical products in order to increase the quantity of goods exports, works (services)	2024 – 2029	Provost for Science and Innovation	Attracting new channels of promotion, Electronic trading platforms in Europe and Asia
2.2	Market diversification by organizing cooperation with potential partners in Europe (Italy, Spain, France, etc.), Southeast Asia (Malaysia), East Asia (Korea, China), Turkey, the USA and Australia	December 2025	First Provost, Provost for Internationalization, Infrastructure and Marketing	Increasing and country-specific diversification of the agreements base
3	Improving the training of highly qualified scientific personnel through Master's and doctoral studies			

3.1	Participation of students and undergraduates in international and national Olympiads and competitions of scientific papers	2024 – 2029	Provost for Science and Innovation	Annual increase in the number of participants
<b>Development of international cooperation</b>				
1	Increasing the university's recognition in the international educational market			
1.1	Popularization of TAU abroad in Kazakh, English, Russian and foreign languages, using the active work of the university's portal, library repository, as well as an active presence on social networks and on YouTube	2024 – 2029	Provost for Social and Corporate Development	Constant updating of information, creation of new sections on the portal, increase in the number of foreign languages used
1.2	Improving the management structure in the areas of international cooperation	2025	First Provost	Identification of persons responsible for the development of international cooperation and work within the framework of international programs and projects at faculties, departments and structural divisions
1.3	Constant interaction with national and foreign media	2024 – 2029	Provost for Social and Corporate Development	Maintaining an ongoing news feed about TAU's international cooperation through the Internet, social networks, and the media
1.4	The University's participation in the implementation of international programs, projects, contracts and other events jointly with foreign educational institutions and research organizations, including Horizon, Erasmus+, the German Academic Exchange Service (DAAD), the International Association for the Organization of Students' Practice Abroad (IAESTE), etc.	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, ICD	Annual participation of the University in the implementation of international programs
2	Improving the competitiveness of graduates in the international labor market			

2.1	<p>Increasing academic exchange of staff and students by:</p> <ul style="list-style-type: none"> <li>– creating joint educational programs and projects;</li> <li>– development of relations with TAU partners;</li> <li>– creating conditions for university staff and students to participate in international programs and projects, Olympiads, championships, festivals, and other international events;</li> <li>– attracting financing from third parties (international programs, projects, scholarship funds, sponsorship, etc.);</li> <li>– developing cooperation with private sector enterprises capable of providing internship opportunities</li> </ul>	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, ICD	Annual increase in the number of TAU staff and students who have participated in Academic exchange projects
2.2	<p>Permanent invitation of foreign scientists by:</p> <ul style="list-style-type: none"> <li>– attracting financing from third parties (international programs, projects, scholarship funds);</li> <li>– establishing new and activating existing contacts with foreign educational and research organizations;</li> <li>– the use of modern distance learning technologies</li> </ul>	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, ICD	Attracting at least 4 foreign professors per year to participate in the educational process
2.3.	<p>Advanced training of university teachers and specialists in English. Development of an incentive system for university staff who speak and use foreign languages in their work.</p>	2024 – 2029	Provost for Social and Corporate Development, Provost for Internationalization, Infrastructure and Marketing, ICD	<p>Organization of English language courses for the faculty of TAU.</p> <p>Organization of up to 5 internships per year for university staff in foreign universities.</p>
2.4.	<p>To promote the development of intercultural communications and support initiatives aimed at developing international</p>	2024 – 2029	Provost for Social and Corporate Development, Provost for Internationalization, Infrastructure and	<p>Organization of up to 30 cultural, educational and sports events per year with the participation of Kazakhstani and foreign students.</p>

	cooperation by: <ul style="list-style-type: none"> <li>– organizing cultural and educational events with the participation of Kazakhstani and foreign students;</li> <li>– increase the motivation of employees and students to participate in international events;</li> <li>– involving more employees and students in international activities;</li> <li>– creation of interest clubs (sports, creative, language, etc.).</li> </ul>		Marketing, ICD	Annual 5% increase in the participation of teaching staff and students in academic exchange programs
3	Increased exports of educational services			
3.1	An increase in the number of students from among foreign citizens	2024 – 2029	First Provost, Provost for Internationalization, Infrastructure and Marketing, ICD	The increase in the number of foreign students at the university to 5% of the total number of students
3.2	Development of a marketing strategy for the promotion of educational services	2025	Director of Marketing and Sales Department	Implementation of marketing strategy measures in the countries of the near and far abroad
3.3	Expanding the range of educational services, especially in English	2024 – 2029	First Provost, Director of the Department of Academic Affairs	Implementation of projects of inclusive education, short-term internships, summer school of Kazakh, Russian language, summer school of programmer, economist, lawyer
3.4.	Implementation of a set of measures to create joint and double-degree educational programs	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, ICD	Implementation of joint and double-degree educational programs with leading world universities
3.5.	Expansion of cooperation under the Erasmus+ program	2024 – 2029	Provost for Internationalization, Infrastructure and Marketing, ICD	Expanding the list of Erasmus+ program partners