

Approved at the meeting of the  
Academic Council  
on September 25, 2024.  
Protocol No. 2

**A PLAN**  
**for long-term measures to retain and increase student enrollment**

1. An enrollment plan:

Undergraduate degree				
№	Educational programs	Admission 2025	Admission 2026	Admission 2027
1	Economics	22	27	32
2	Finance	27	32	37
3	Business finance	18	23	28
4	Accounting and auditing	31	36	41
5	State and local government	18	23	28
6	Management	56	61	66
7	International law	25	30	35
8	Legal regulation of the economy	19	24	29
Master's degree				
1	Economics	18	23	28
2	Finance	16	21	26
3	Accounting and auditing	17	22	27
4	State and local government	15	20	25
5	Management	23	28	33
6	HR-Management	16	21	26

2. Measures to retain and increase enrollment from 2024 to 2027 academic year:

1. Reduction of tuition fees on business and management education programs from the amount of 900 000 tenge to the amount of 800 000 tenge;
2. Provision of internal grants from the rector and T.O. Aubakirov, primarily for business and management education programs;
3. Discounts of 20%, 25%, 30% depending on the score of the international IELTS certificate;
4. Providing 50% discounts for graduates of schools and colleges in the presence of a certificate with honors;
5. Provision of discounts in the amount of 150 000-200 000 tenge with high UNT scores;
6. Provision of rector's grants for the full term of study in the presence of the sign "Altyn Belgi" and the sign "Elbasy";
7. Active advertising of business and management education programs and as well as in the educational programs "International Law" and "Legal regulation of the economy" on the radio, well-known Instagram accounts, target and social networks;
8. Participation in international and domestic educational exhibitions with an emphasis on business and management education programs and as well as in the educational programs "International Law" and "Legal regulation of the economy";

9. Organization of free preparatory courses for applicants to business and management majors in English and special subjects in online format;
10. Obtaining in 2025 educational grants for the specialized master's degree in all business and management educational programs.