


«ТҰРАН-АСТАНА» УНИВЕРСИТЕТІНІҢ
УЧРЕЖДЕНИЯ «УНИВЕРСИТЕТ «ТУРАН-АСТАНА»»
Institution «Turan-Astana University»



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«ТҰРАН-АСТАНА» УНИВЕРСИТЕТІНІҢ
БІРЛЕСКЕН МӘДЕНИЕТ ЖӘНЕ ЭТИКА
КОДЕКСІ

КОДЕКС
КОРПОРАТИВНОЙ КУЛЬТУРЫ И ЭТИКИ
УЧРЕЖДЕНИЯ «УНИВЕРСИТЕТ «ТУРАН-АСТАНА»»

CODE
OF CORPORATE CULTURE AND ETHICS OF «TURAN-ASTANA
UNIVERSITY»

Крайняя мера дисциплинарного воздействия, применяемая в случае серьезных нарушений.

В целом, принципы ответственности и дисциплины в кодексе корпоративной культуры университета направлены на создание благоприятной среды для обучения, работы и развития, а также на воспитание у членов университетского сообщества чувства ответственности за свои действия и поступки.

1. GENERAL PROVISIONS

This Code of Corporate Culture of Employees and Students (hereinafter referred to as the Code) of the Turan-Astana University (hereinafter referred to as the University) is introduced in order to provide consistent support for the strategy and main programs of the university's activities aimed at improving the quality of training specialists and enhancing the image of the University in the educational space.

Employees and students of the University are hereinafter referred to by the general name of the collective.

The Code contains rules and standards of conduct applicable to all members of the university staff, regardless of their position, status and place of residence – both inside and outside the University. The Corporate Culture Code is uniform for the entire university staff and has the following tasks:

- 1) to increase the corporate spirit of the University staff;
- 2) encourage students to engage in active social activities;
- 3) to form students' negative attitude to corruption manifestations;
- 4) promote the idea of getting a quality education, distracting students from participating in religious and political associations;
- 5) to form the personal responsibility of the collective for the fate of Kazakhstan, an active civic position;
- 6) to develop mobility, competitiveness, positive value orientations, creative activity;
- 7) to form scientific ideas about a healthy lifestyle, to instill the skills and abilities of spiritual and physical self-improvement;
- 8) to form the experience of interethnic and inter-social communication, to prevent conflicts;
- 9) to form a sense of corporate community, pride in belonging to the University team.

2. BASIC CONCEPTS

1. Corporate culture is a system of common social interests, beliefs, norms of behavior, attitudes and values, which are the rules and standards that determine how people should behave at the university.

2. Corporate spirit is a common corporate "I" that combines the individual characteristics of the university staff through mechanisms of self-identification, unity, awareness by employees of the common goals of the university, harmonization of relations between personal and common goals, leading to common success.

The corporate spirit is the spirit of mutual responsibility of the individual and the university, pride in their "alma mater", full support and promotion of the positive image of the university everywhere.

This will provide a factor of the university's fame, corporate support for the university graduate's career from specialists who have already gained authority in the production or in the industry.

At the level of students, it manifests itself as an active role of student self-government, their participation in the assessment of the content and quality of education, in the organization of leisure. Students at the university should be perceived not only as future specialists, but as today's key partners of the academic community.

At the graduate level, it means constant communication, their assistance in establishing effective contacts of the university with the organizations in which they work, assistance in employment and career advancement to other graduates of their native university.

3. The corporate style of the university is formed on the basis of the mission, strategic goals and objectives in accordance with the basic principles of corporate culture.

External signs of corporate style are expressed in the corporate symbols of the university (color, logo, flag, emblem, anthem, branded clothing, insignia and other elements), reflected in visual perception on objects (buildings and structures) and in the subjects of the university (corporate media and websites), publications and information on-line messages.

4. Leadership is the attitudes and motivation that encourage a person to create and manage a culture: it is the ability to put forward a motivating goal for a group or the whole team, influence the members of the group and effectively use all available sources of power to achieve certain goals of the university.

5. The meaning of education at the university is familiarization with the norms and values of corporate culture, familiarization of students with the norms of university life, with the traditions of the university, with the peculiarities of existing relationships.

The peculiarities of the mentality and traditions of the people, the social status and worldview of students should be taken into account when organizing the educational process at the university.

Educational work should be aimed at creating an atmosphere of special community among the members of the university staff - corporate spirit.

Corporate culture and corporate ideology are formed on the basis of cultural and educational needs, interests, values.

Corporate ideology as a part of corporate culture should be distinguished by a certain ambitiousness, an attitude towards high competitiveness, high achievements, love and interest in their work. It is necessary to create an educational environment at the university that allows the student's personality to develop in harmony with himself and the social environment.

6. Image – the internal (existing in the minds of the university staff) and external (existing in the minds of customers, partners, authorities and civil society entities) image of the university.

7. Mission – philosophy and purpose, the meaning of the existence of the university, in which the difference between the university and its like is manifested, a formulated statement as to why and for what reason the university exists.

8. Business ethics is a set of ethical norms and principles that guide the university staff in their activities.

9. Business etiquette – the order of behavior of the university staff, including the system of regulated rules of conduct in various business situations, including business correspondence, business communication, hiring, contacting management, etc

10. Conflict of interest - a situation of choice between the interests of the team as a whole and the interests of an individual subject or group entities involved in corporate relations.

3. HISTORY, MODERNITY AND FUTURE OF THE UNIVERSITY

1998 – the opening of the branch of the University "Turan" in Astana.

2004 – transformation of the branch of the University "Turan" into an independent institution "University "Turan-Astana".

2007 – joining the educational corporation "Turan" with a full training cycle.

Currently, Turan-Astana University:

1) provides educational services in 16 bachelor's degree specialties, 10 master's degree specialties and 1 doctoral degree specialty;

2) has three academic buildings, a dormitory, sports and assembly halls;

3) the teaching staff – more than 110 people, of which: 15 doctors of sciences and 44 candidates of sciences.

The purpose of the University's Development Strategy is to define a set of measures to ensure an increase in the effectiveness of the joint work of the teaching staff and students of the university as

an effective factor of positive changes in the content of educational, scientific and educational work of the university.

4. THE MISSION OF THE UNIVERSITY

The mission of the university is to train innovative-minded, competitive specialists who are able to make positive changes in the sphere of their professional activities.

The mission reflects the University's desire to ensure high-quality training of personnel through the integration of education, science and production, strengthening the material and technical base and human resources, the use of modern methods and technologies in the educational process.

5. KEY CORPORATE VALUES

Ensure ethical behavior. We comply with laws and social norms. Respect, decency and fair treatment is considered an important and indisputable pillar of our work and a prerequisite for cooperation. We treat others the same way we want to be treated. Our employees are impartial and will never suggest or support non-compliance with legal obligations. We are against corruption in education. Ask yourself: do you feel that your place is here? Do you like what you do?

Build open and honest relationships. We openly express our opinions and listen to the opinions of others. We welcome non-standard ideas and approaches, we are open to everything new. We do not conduct political games and intrigues, we do not use our official position for selfish purposes. We believe that openness and honesty contribute to better relationships, because they lead to trust and faith. It is important to always act honestly, be compassionate, friendly, loyal and have confidence that you are doing the right thing and correctly evaluate relationships with others. Ask yourself: How many people enjoy working with you? How can you improve your relationship with them and make them more open and honest?

Maintain consistency and order. We use a systematic approach in everything and love order in business. We draw a clear line between what is possible and what is not. We pay great attention to our business processes. We know that there are no small things in our business. We teach not to be afraid of the leader, but to break the established rules. We strive to automate all our business processes that ensure transparency in the provision of educational services. Ask yourself: do you understand the mission, vision and strategy of the university? What problems do you face?

Welcome growth and learning. We believe that it is important for our employees to grow both personally and professionally. It is important to constantly change, you cannot put up with a job where you do not feel that you are growing or learning something. We believe that each of our employees has a much higher potential than he assumes. Our goal is to be able to reveal this potential. But this is possible only through joint efforts: to reach our potential, we must want to set ourselves difficult tasks and change. It's difficult. But if we don't take on difficult things, we will never grow. Therefore, the ability to learn, change and create new things is the best thing that everyone can do for the university. Ask yourself: Are you better today than you were yesterday?

Create a positive team spirit and a family atmosphere. We focus on our corporate culture because we are a team, even more – we are a family. We look out for each other, take care of each other and are ready to do a lot for each other, because we believe in each other and trust each other. We work together, but we also relax together. Our bonds extend much further than typical employee relationships. Ask yourself: how can you contribute to even closer team work? Do you set an example of team spirit?

Do more with less. We are focused and serious when it comes to work. We believe and understand that there is always an opportunity to improve everything we do. To be ahead in a competitive environment, we need to constantly innovate, as well as make changes, striving to work more efficiently. Ask yourself: how can you do your job more efficiently? How can you personally help your department and the university as a whole become more effective?

6. BASIC ETHICAL PRINCIPLES OF CORPORATE BEHAVIOR

The principles of the university's management are largely dictated by the specifics of its innovative activities, which defines the style of corporate governance as innovative, based on a long-term vision of the tasks and mobilization of the university staff to solve them.

The University considers the human resource as a source of successful activity. The personal interests of employees are taken into account, attention is paid to the development of the employee's potential, ensuring his social guarantees. The relationship between the employee and the employer is based on the principles of long-term cooperation, respect and clear fulfillment of mutual obligations stipulated by the contract.

All university employees have equal opportunities in the field of career growth, opportunities for self-realization. The conditions of career growth and the factors influencing the success of a career at the university are the same for everyone.

At the university, any methods of humiliating the dignity of people, all forms of discrimination and protectionism are excluded. Benefits and incentives are provided on the basis of openness, equality of opportunities and in accordance with the degree of contribution of each employee to achieving common goals.

Effective leadership is encouraged at the university, which consists in the ability to identify the most promising ideas and directions and in focusing on justified risk.

Any employee of the university is considered as a unique person, therefore, management at the university is based on attention to the individual characteristics of each. All employees are under the care of the university, have social and legal protection and are provided with maximum attention to their problems by the management.

7. DUTIES OF EMPLOYEES

The goal of each employee's activity is to achieve high professional results, justify the trust and expectations of the university.

Each employee is called upon to be a worthy representative of the university, shares the strategy and tactics of university management, assumes responsibility for the implementation of the stated corporate goals and forms the results of the university's activities.

The university employees are distinguished by their attention to colleagues, students and their parents, partners and employers, as well as their focus on effective joint work.

University employees act in the interests of the university, giving it priority over their own interests or benefits.

Work at the university assumes high performance, which contributes to strengthening the image of the university.

An important quality is considered to be the employee's readiness for changes caused by time demands, as well as orientation to dynamism and creative execution of tasks. This implies qualities such as independence and entrepreneurship.

When solving problems and tasks of any level, the initiative of the employee is encouraged, the generation of ideas for optimizing activities and improving the quality of the educational product.

When solving problems arising in the work process, university employees are primarily guided by the principles and rules of this Code and other documents protecting civil rights.

University employees do not take actions that harm the interests of the university, respect the privacy of colleagues, not allowing any interference in it.

8. PRINCIPLES OF INTERACTION BETWEEN DEPARTMENTS

In order to achieve the best results in the work, the university strives to cooperate with all departments.

Various forms of corporate relationships between university employees of different departments are encouraged – joint implementation of projects, joint discussion and resolution of work issues, development of directions, innovations, as well as joint leisure activities.

The university's activity presupposes creativity and mobility of departments, their possible restructuring for more efficient performance of tasks.

It takes into account the need to adapt each new employee to the team, the use of individual measures for this purpose, aimed at creating conditions for the development of creative and human potential.

9. BUSINESS ETIQUETTE OF TEAM MEMBERS

9.1. Relations in the team

The cohesion of the team and the participation of each employee in achieving the overall result, allows you to quickly and cost-effectively solve current and future tasks, which increases the competitiveness of the university and its attractiveness in the educational space.

Increasing the competitiveness of the university through the work of employees occurs through the organization of joint, collective work and concern for the improvement of the qualifications of employees. The ability to work in a team is welcome.

Personal influences from any side are not allowed when communicating and discussing work issues with management and subordinates. The development of solutions should correspond to the principles of expediency and fairness.

The creation of temporary project teams to solve specific tasks is welcome.

The university staff undertakes to take reasonable care that their actions do not harm others, to comply with generally accepted and corporate ethics standards.

To create and maintain a comfortable working environment, the university staff is recommended to observe the following norms and rules of business etiquette:

- 1) treat each other with respect;
- 2) address colleagues, managers and subordinates by "You" and by first name and patronymic;
- 3) not to engage in business during working hours that are not related to the performance of official duties;
- 4) do not show your colleagues your bad mood or well-being;
- 5) do not swear, do not show intemperance and aggression;
- 6) heartily and sincerely praise colleagues for a job well done;
- 7) always apologize for your incorrect behavior;
- 8) not to transfer friendships into the work environment;
- 9) help colleagues, share knowledge and experience;
- 10) discuss issues of your career growth only with your direct supervisor;
- 11) not to discuss the personal or professional qualities of colleagues in their absence.

9.2. Relations between managers and subordinates

9.2.1. In relations with subordinates, managers are recommended to observe the following norms and rules of business etiquette:

- 1) to show subordinates an example of good command of the norms and rules of ethics and business etiquette;
- 2) do not criticize subordinates in the presence of other employees, do it confidentially;
- 3) be able to admit their mistakes to subordinates and not pursue them for constructive criticism of themselves;
- 4) when shaking hands, be the first to give a hand for greeting;
- 5) the manager who enters the room greets those present first.

9.2.2. Subordinates are recommended:

- 1) inform the immediate supervisor about the reasons for his absence if he has to be absent from the workplace for a long time;
- 2) not to respond in the presence of colleagues to the incorrect behavior of the head. If you are sure that you are right, you should ask for a personal meeting;
- 3) know in person and by name the university leaders;

- 4) at the entrance of the university leaders or official guests to the office premises, greet them by standing up;
- 5) when meeting in the corridor or in an open area, greet the head first;
- 6) remember that the first to give a hand for greeting is older in age or duty;
- 7) entering the room, greet those present first.

9.3. Ethics of the teacher

The teacher should strive to be a role model in relation to students. He is obliged to monitor his appearance and his speech. The teacher should be a bearer of spiritual culture and the best traditions of the intelligentsia.

It is unacceptable to be late for classes or lectures. If the teacher is late for the lesson, he should apologize to the audience, and if it is impossible to give a lecture or conduct a lesson in full, offer students to fill the gap at the expense of their personal time.

Kindness and attention to colleagues should be a behavioral norm during the presence of a teacher at the university.

Being outside the university, the teacher should not forget about his special social status - the spiritual and moral mentor of youth and his belonging to the university "Turan-Astana". In accordance with this, the teacher must control his behavior, preventing personal compromise and compromising the university.

In relation to students, the teacher does not have the right:

- 1) humiliate the personal dignity of students, raise their voices, make public remarks about their appearance and clothes;
- 2) require an additional fee for educational services;
- 3) conduct political or religious agitation in the classroom.

9.4. Ethics of students

The years of study are not only a time of accumulation of the necessary professional knowledge, but also an important period of intellectual, cultural and spiritual development of future specialists.

The relationship between students and teachers is based on the principles of mutual respect, rudeness, profanity, infringement of the honor and dignity of other persons, causing moral or material damage to them, committing illegal actions are not allowed.

Various forms of communication between students and teachers are encouraged – joint discussion and solution of educational issues, implementation of projects.

When solving problems arising in the educational process, university students are primarily guided by the principle of fairness.

Students can count on the availability of all information on the courses being studied and on constant updating of information. They have the right to attend the course in the full volume provided by the program.

Students are required to know all the rules and instructions of the university related to their rights and duties. They can count on the availability of instructions and rules.

Students are required to attend classes regularly, perform tasks stipulated in the curricula, and pass intermediate and final control in a timely manner.

Upon entering the university, students are required to greet everyone at the meeting, regardless of the age or status of the person. Students are the first to greet university staff and teachers, regardless of whether they study with them or not. If there is a queue at the entrance doors, at the checkpoint, students should let teachers pass, boys and girls.

Upon entering the university, young men must take off their hats. The outer clothing of the students should be handed over to the wardrobe. It is unacceptable to appear in outerwear in classrooms, canteens and other common areas.

Students are recommended to come to classes neatly dressed and combed. Business style is preferred, it is not recommended to wear very open outfits and hijab. It is forbidden to be at the university in shorts or sportswear during classes (with the exception of physical education and sports classes).

Students are required to come to classes on time. In case of lateness, the student must apologize and take the nearest vacant seat in the audit room without attracting attention.

The teacher has the right to remove the student from the class for violation of discipline. The student is obliged to obey without entering into an argument. After classes, it is necessary to politely explain and apologize to the teacher.

Students should respect others not only within the walls of the university, but also outside it. In public transport, give up seats to disabled people, elderly people, passengers with young children, boys and girls.

You should eat in designated places, but not in classrooms. It is unacceptable to leave garbage on tables, spit and litter, leave chewing gum.

During training sessions and any official events, the sound signal of the mobile phone must be turned off or switched to vibration mode.

At various events: meetings, ceremonial meetings, business meetings, concerts, holidays - it is necessary to treat speakers with respect, to observe silence and order. If necessary, it is allowed to leave the hall in pauses between performances.

In the family, students should listen to their parents, not be rude to them and not be dismissive of the opinion of the elders in the family. In controversial situations, it is necessary to find a compromise option.

Students should call the teachers and staff of the university by their first name and patronymic. In communication, teachers and students should address each other as "You".

Students should not interrupt teachers during classes. If the student needs to contact the teacher, then he should raise his hand and wait for a response from the teacher.

Students should put large bags in a specially designated place, if there are none, then on the floor next to their place, so as not to interfere with others.

In communicating with each other, students should be polite to each other, not to allow humiliation of comrades, discrimination, as well as aggression.

Mutual assistance is welcomed in the educational process, sincerity, openness and tolerance in communication.

It is unacceptable to neglect the students of junior courses and the phenomenon of arrogance.

The desire to create a creative, workable and friendly atmosphere in your group, on the course, at the faculty is welcome. Individual leadership should contribute to the collective creative process, not destroy it.

A healthy lifestyle, the rejection of bad habits are additional factors that ensure the career growth of future specialists.

Being a university student is a high honor and a great responsibility.

Culture, intelligence, morality are the key characteristics of university students.

The student must not:

- 1) to participate in any actions involving deception, dishonesty or misleading teachers;
- 2) behave disrespectfully towards teachers, staff and colleagues;
- 3) skip classes or be late for them without a good reason;
- 4) leave the classroom during classes without the permission of the teacher;
- 5) smoking or drinking alcoholic beverages.

9.5. Holding meetings and meetings

Meetings and conferences are the main forms of cooperation necessary for making collegial decisions. During meetings and meetings, the allotted time should be used with maximum efficiency.

To do this, all members of the team are advised to observe the following rules and rules of etiquette:

- 1) come to meetings on time;
- 2) get acquainted with the agenda beforehand and take with you all the necessary materials, prepared questions or comments;
- 3) when holding a meeting or a meeting in the offices of the university administration, leave mobile phones in the reception area;
- 4) to come to collective meetings or meetings without a mobile phone, if available, keep it disconnected;

- 5) quietly apologize if you need to leave and after returning to the hall;
- 6) do not use meetings as a platform for solving personal problems;
- 7) always find out in advance how much time is allotted for the performance. The Chairman of the meeting reminds about exceeding the rules of procedure;
- 8) do not delay your speech by reducing the time of the following speakers;
- 9) introducing the speaker, call his surname, first name, patronymic, position, the basis for his speech and the topic.

9.6. Telephone communication

The ability of employees to talk on the phone with colleagues, partners and other interested persons contributes to creating a favorable impression of the university as a whole. In the process of telephone communication, employees are recommended to be guided by the following norms and rules of business etiquette:

- 1) it is necessary to answer a phone call as quickly as possible;
- 2) when calling business partners or colleagues, you need to give your name, position and department;
- 3) at the beginning of a telephone conversation, it is recommended to ask if you call at a convenient time;
- 4) it is always necessary to listen carefully to the interlocutor, if you do not have time to continue the conversation, you should apologize and ask the interlocutor to call again;
- 5) as a rule, the caller should end the phone conversation;
- 6) it is not recommended to call someone at work for personal matters. In case of an emergency, be extremely brief;
- 7) leaving a message on the answering machine, call the date, time of the call, your name, the name of the university, and then briefly state the purpose of the call;
- 8) if you intend to transmit a significant amount of information, use electronic mail or fax;
- 9) not finding the right person on the spot, ask when it is more convenient to call back or leave your name and phone number;
- 10) if they call a colleague who is not at the workplace at the moment, help them find him or take a message for him, specifying where and to whom they can call back;
- 11) if there was a break in the connection during the conversation, the caller should be called back;
- 12) if the caller dialed the wrong number, politely clarify the number he dialed and correct the caller.

9.7. Representation of colleagues and partners

University employees are advised to observe the following rules and etiquette when introducing colleagues and partners:

- 1) to represent the junior senior;
- 2) untitled person – titled;
- 3) introducing people of equal status to each other, representing someone who is less familiar to someone you know better;
- 4) if the introducing partner or colleague has forgotten your name, in order to avoid an awkward situation, name it yourself;
- 5) it is recommended to collect data in advance about the person who should be presented, finding out exactly how he would like to be presented;
- 6) business cards should be accepted politely and carefully;
- 7) if you need to remember a person or an organization that he represents, ask for a business card.

9.8. Business clothes

The appearance of each member of the team is the basis of the university's image. It is recommended to adhere to the following rules of wearing business clothes:

- 1) the style of business clothes should be conservative and restrained;
- 2) clothes should be neat and meet the standards of business clothing accepted in the world;

- 3) it is advisable to avoid bright and provocative colors;
- 4) women should not wear short skirts, flashy jewelry and clothes that open the back and shoulders.

9.9. Gifts and services

Employees are not recommended to accept or transfer gifts or services in any form from students and university partners or third parties as a thank-you for the relationship, the service performed or this advice.

It is necessary to avoid situations where the receipt or transfer of gifts (services) may cause a conflict. Receiving money as a gift in any form is strictly prohibited, regardless of the amount.

If an employee is offered a gift or a service, as an official representative of the university, in a certain situation (for example, at a presentation or at another major public event), and refusal may lead to negative consequences for the development of partnerships, then the fact of accepting such a gift is acceptable, but it must be reported to the direct supervisor.

Gifts and services provided by the university to its partners are transferred only on behalf of the university as a whole, and not as a gift from an individual employee.

As gifts, objects bearing the symbols of the university should be used in the maximum number of cases.

It is prohibited to accept gifts from employees of a lower administrative level. It is allowed to accept gifts from employees of equal or higher administrative level.

10. CORPORATE SYMBOLS

Corporate symbols are one of the important system-forming elements of corporate culture. The criteria of their quality are easy recognition, artistic and aesthetic value, expressed ability to self-identify both the university as a whole and its team.

Corporate symbols of the university are the same for all departments of the university. Their change is possible only in exceptional cases and with the consent of the university management.

11. CORPORATE EVENTS

It is customary to traditionally hold the following corporate events at the University:

- 1) an evening dedicated to the New Year;
- 2) events dedicated to the public holidays "International Women's Day" and "Defender of the Fatherland Day";
- 3) an evening dedicated to the birthday of the university.

12. CORPORATE COMMUNICATIONS

The process of implementing the Code, its standards and norms should be accompanied by the development of modern information communications. The corporate communications system should provide a complete and sufficient reflection of the real events taking place at the university.

The means of corporate communications include:

- 1) internal corporate communication;
- 2) web portal;
- 3) electronic library.