«Turan-Astana» University

**CORPORATE CULTURE CODE**

**ASTANA 2017**

 Institution "UNIVERSITY" TURAN-ASTANA»

Republic of Kazakhstan

010000, Astana,

Duken uly, 29

Astana phone: 39-67-09 fax:39-81-18

University E-mail: turan-astana@mail.ru

**Order:**

**#13Up 23.11.2017**

On approval of corporate culture code

In order to provide conscious support for the strategy and the main programs of the University activities aimed at improving the quality of training and enhancing the image of the University "Turan-Astana" in the educational space, I ORDER:

1. Approve the enclosed corporate culture Code .

2. Control of implementation of this order to assign to the Vice-rector on educational and social work Ayapbergenov B. K. and to bring this order to all educational departments and Vice-rectors of University.

3. This order comes into force on the date of its signing.

AGREED:

Rector: G.A. Japarova

First Vice-rector-Vice-rector

for educational and methodical work: K.Zh. Daubaev

Vice-rector for educational B.K. Ayapbergenov

and social work

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1. **Generalities**

This Code of corporate culture of employees and students (hereinafter - the Code) of the University "Turan-Astana" (hereinafter - the University) is introduced in order to provide conscious support for the strategy and the main programs of the University aimed at improving the quality of training and improving the image of the University in the educational space.

Employees and students of the University are hereinafter called the common name is the collective.

The code contains rules and standards of conduct applicable to the University’s staff, regardless of their position, status and place of residence - both inside and outside the University.

The corporate culture code is one for the whole University's staff of the and has the following tasks:

1) to improve the corporate spirit of the University's staff;

2) to stimulate students to the active social activities;

3) to form the students negative attitude to corruption;

4) to promote the idea of quality education, distracting students from participation in religious and political associations;

5) to form the personal responsibility of the collective for the fate of Kazakhstan, active citizenship

6) to develop mobility, competitiveness, positive value orientations, creative activity;

7) to form scientific ideas about a healthy lifestyle, to instill the skills of spiritual and physical self-improvement;

8) to form the interethnic and inter-social communication experience, to prevent conflicts;

9) to form a sense of corporate community, pride in belonging to the staff of the University.

**2. Basic concept**

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", which combines the individual characteristics of the University’s staff through the mechanisms of self-identification, cohesion, and awareness of the common aims of the University's employees, harmonization of relations between personal and common aims, leading to common success.

**Corporate spirit** is the spirit of mutual responsibility of the individual and the University, pride in their "Alma mater", full support and promotion of a positive image of the University everywhere.

This will provide a factor of the University's fame, corporate support for the career of a University’s graduate by specialists who have already gained prestige in the workplace or in the industry.

**At the students' level** is manifesting itself as an active role of student 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 level of graduates** is the constant maintenance of communication, their assistance in establishing effective contacts with the University organizations in which they work, assistance in employment and career advancement of other graduates of the native University.

**3**. **The University’s corporate style** is formed on the basis of the mission, strategic aims and objectives in accordance with the basic principles of corporate culture.

External features of the corporate style are expressed in the corporate symbols of the University (color, logo, flag, emblem, anthem, corporate clothing, insignia and other elements), reflected in the visual perception of the objects (buildings and structures) and in the subjects of the University (corporate media and \\;e-sites), publications and information messages.

**4. Leadership** is the attitude and motivation that motivates a person to create and manage a culture: the ability to set a motivating aim for a group or the whole team, to influence group’s members, and to effectively use all available sources of power to achieve certain University aims.

**5. The meaning of education** at the University-familiarizing with the norms and values of corporate culture, introducing students to the standards of University life, to the traditions of the University, to the peculiarities of the existing relationships.

Peculiarities of mentality and traditions of the people, social status and Outlook of students should be taken into account in the organization of the educational process at the University.

Educational work should be aimed at creating an atmosphere of special community of University’s staff members — **corporate spirit.**

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

Corporate ideology as part of the corporate culture should be characterized by some ambition, a focus on high competitiveness, high achievements, and interest in their work. It is necessary to create an educational environment at the University, allowing the student's personality to develop in harmony with themselves and the social environment.

**6. Image** - internal (existing in the minds of the University's staff) and external (existing in the minds of customers, partners, authorities and civil society) is the image of the University.

**7. Mission** is the philosophy and purpose, the meaning of the existence of the University, which manifests the difference between the University and it’s similar, formulated a statement as to why and for what reason there is a University.

**8. Business ethics** is a set of ethical norms and principles that guide the staff of the University in its activities.

**9. Business etiquette** is the order of behavior of the University’s staff, including a system of regulated rules of conduct in various business situations, including business correspondence, business communication, employment, management, etc.

**10. Conflict of interest** is the situation of choice between the interests of the whole collective and the interests of an individual subject or group of subjects participating in corporate relationship.

**4. University’s history, present and future**

1998 - a branch of «Turan» University was being opened in Astana.

2004 - the branch of the University «Turan» was transformed into independent institution « «Turan-Astana» University».

2007- was joining to the educational Corporation «Turan »with a full cycle of study.

Nowadays, the University «Turan-Astana»:

1); provides educational services in 16 baccalaureates’, 10 Master’s Degree and 1 doctoral (PhD) specialties;

2) has three educational buildings, a hostel, sports and Assembly halls;

3) has professor- teaching staff is more than 110 people, of which: 15 PhD and 44 candidates of PhD.

The Strategy of development purpose of the University is to determine a set of measures to improve the efficiency of the professor- teaching staff's and students' teamwork of the University as an effective factor of positive changes in the content of educational, scientific and educational work of the University.

**4. The University’s mission**

The mission of the University is to prepare innovative-thinking, competitive professionals who are able to make positive changes in the sphere of their professional activity.

The mission reflects to the University's desire to provide high quality training through using the integration of education, science and industry, strengthening the material and technical base and human resources, the use of modern techniques and technologies in the educational process.

**5. Key corporate values**

**Ensure ethical behavior.** We abide by laws and social norms. Respect, honesty and fairness are considered to be an important and indisputable pillar of our work and a necessary condition to the cooperation. We treat others using the way we want to be treated. Our employees are impartial and they will never offer or support non-compliance legal obligations. We are against corruption in education. Ask yourself: do you feel that your place is here? Do you like what are you engaging?

**Build open and honest relationships.** We express our opinions openly 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 a better relationship because they lead to trust and faith. It is important to always act honestly, to be compassionate, friendly, loyal, and to have confidence that you are doing the right thing and evaluating your relationships with others. Ask yourself: how many people like to work with you? How can you improve relations with them and make them more open and honest?

**Maintain consistency systematic 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 trifles in our business. We teach to be not afraid of the leadership, and to break the established rules. We are committed to the automation all our business processes to ensure transparency in the provision of educational services. Ask yourself: do you understand the University's mission, vision and strategy? What problems do you face?

**Create a positive team spirit and family environment.** We focus on our corporate culture because we are the team, even more-we are the family. We look after 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 rest together. Our bond extends far beyond the typical employee relationship. Ask yourself: how can you promote even closer teamwork? 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. If we want to be ahead in the competitive environment, we need to constantly innovate as well as make changes in an effort to work more efficiently. Ask yourself: how can you do your work more efficiently? How can you personally help your department and the University to 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 activity, which determines the style of corporate governance as innovative, based on a long-term vision of the tasks and the mobilization of the University team to solve them.

The University considers human resource as a source of successful activity. Employees' personal interests are taken into account, attention is paid to the development of the employee's potential, they are provided to them by social guarantees. The relations between the employee and the employer are based on the principles of long-term cooperation, respect and strict fulfillment of mutual obligations to the contract.

The University's employees have equal opportunities in the field of career development, self-realization. The conditions of career growth and factors which influencing the success of a career are the same for everyone at the University.

The University excludes all methods of degrading people, all forms of discrimination and protectionism. Benefits and incentives are provided on the basis of openness, equality of opportunity and the extent to which each employee contributes to the achievement of common aims.

The University encourages effective leadership, which consists in the ability to see the most prospective ideas and directions and focus on justifiable risk.

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

**7. The workers’ duties**

The aim of each employee is to achieve high professional results, justify the trust and expectations of the University.

Each employee is called to be the University’s worthy representative, who shares the strategy and tactics of University management, takes responsibility for the implementation of the stated corporate aims and forms the University's results.

University’s employees are distinguished by attention to colleagues, students and their parents, partners and employers, as well as focus on effective teamwork.

University's employees act in the interests of the University; they are giving it priority over their own interests or benefits.

The work at the University involves high results which help to strengthen the University's image.

An important quality is the employee's readiness to changes which are caused by the requirements of time, as well as focus on the dynamics and creative of tasks' execution. These qualities imply such as independence and enterprise.

The solving problems and tasks of any level are encouraged by the employee's initiative, the generation of ideas optimize the activities and improve the quality of the educational product.

The solving problems are arising in the working process; University’s employees are primarily guided by the principles and rules of this Code and other documents protecting civil rights.

The University's employees do not take actions that damage the University’s interests, respect the privacy of colleagues, not are allowing to any interference in it.

**8. Principles of interaction between departments**

The best results are achieved in the work of the University which seeks the cooperation of all departments.

Various forms of corporate relations between University’s employees from different departments are encouraged - collaborative project implementation, collaborative discussion and solution of work issues, development of directions, innovations, and collaborative leisure activities.

The University’s activities involve creativity and mobility of departments, their possible restructuring for more effective implementation of tasks.

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

**9. Business etiquette of team members**

**9.1. Team relationships**

Team-building and participation of each employee is in achieving the overall result, are allowed to quickly and cost-effectively solve current and future challenges, which increases the competitiveness of the University and its attractiveness in the educational space.

The University's Improving competitiveness through the work of employees is through the organization of joint, collective work and care for the improvement of skills of employees. The teamwork's ability is welcomed.

When work issues are communicating and discussing with the leadership and subordinates, personal influence from any side is unacceptable. Making decision should be consistent with the principles of reasonableness and fairness.

The establishment of temporary project teams for specific tasks is encouraged.

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

The University staff is recommended to comply with the following rules and regulations of business etiquette to create and maintain a comfortable working environment:

1) respect each other;

2) to contact to colleagues, managers and subordinates on "You" and by name and patronymic;

3) not to be engaged in the working hours of the Affairs which are not connected with performance of official duties;

4) to demonstrate to the colleagues your own bad mood or feeling;

5) do not swear, do not show incontinence and aggression;

6) heartily and sincerely colleagues are praise for a job well done;

7) always apologize for your incorrect behavior;

8) do not carry friendships to the workplace;

9) help colleagues, share knowledge and experience;

10) discuss your career development issues only with your immediate leardership;

11) do not discuss personal or professional qualities of colleagues when they are absence.

**9.2**.**Relations between managers and subordinates**

**9.2.1. In relations** with subordinate managers are encouraged to comply with the following rules and regulations of business etiquette:

1) to show subordinates an example of good knowledge 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) to be able to recognize their mistakes in front of subordinates and not to prosecute them for constructive criticism;

4) when shaking hands, be the first to give a hand for greeting;

5) the leadership entering the room greets the all present first.

**9.2.2. Subordinates are recommended:**

1) inform the leadership of the reasons for his absence immediately , if for a long time it is necessary to be absent from the workplace;

2) do not to respond in the presence of colleagues to incorrect behavior of the head. If you believe that you are right, you have to ask about the personal meeting;

3) to know in person and by name-patronymic of the heads of the University;

4) at the entrance of the heads of the University or official guests in the office you should greet them by getting up;

5) when you are meeting in the corridor or in the open area with the head you should to greet the first;

6) remember that the first shake hands to greet elders or office;

7) entering the room, greet those present first.

**9.3. Teacher’s ethics**

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 must 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 class, he must apologize to the audience, and if it is impossible to give a lecture or conduct a lesson in full, to offer students to fill the gap at the expense of their personal time.

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

Being outside the University, the teacher should not forget about his special social status is the spiritual and moral mentor of young people and his belonging to the University "Turan-Astana". In accordance with this, the teacher must control his behavior, avoiding personal compromise andcompromise of the University.

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

1) to humiliate the personal dignity of students, raise the voice, make them public

notes on looks and clothes; ,

2) demand additional payment for educational services;

3)conduct political or religious agitation in the classroom.

**9.4. The students’ ethics**

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

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

Various forms of communication between students and teachers (collaborative discussion and solution of educational issues, implementation of projects) are encouraged.

When solving problems which arising in the educational process, students of the University are primarily guided by the principle of justice.

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

Students must know all the rules and regulations of the University relating to their rights and duties. They can rely on the availability of instructions and rules.

Students must regularly attend classes; perform the tasks provided by the curriculum, to pass the intermediate and final control in a timely manner.

Entering the University, students are required to greet everyone at the meeting, regardless of age or status of the person. Students are the first to greet the University’s staff and teachers, regardless of whether they learn from them or not. If there is a queue at the entrance door, at the checkpoint, the students should miss the teachers, the young men - the girls.

Entering the University, the young men must take off their hats. Students' outerwear must be put off in the cloak-room. It is unacceptable to appear in outerwear in auditoria, canteen and other public places.

Students should come to class neatly dressed and combed. Business style is preferred, it is not recommended to wear strongly open outfits and hijab. It is forbidden to be in shorts or sportswear at the University during classes (except for physical education and sports).

Students must come to class on time. If the student is late he must apologize and take, without attracting attention, the nearest free space in the classroom.

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 arguments. The student must politely explain and apologize to the teacher after classes,

Students should respect others not only within the University, but also outside it.

They have to give seats to the disabled, the elderly, and passengers with young children, young men and girls in public transport.

Take food should be in the designated areas, but not in the lecture halls. It is unacceptable to leave garbage on the tables, spit and litter, leave chewing gum.

During training sessions and any official events, the mobile phone beep should be switched off or switched to vibration mode.

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

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

Students should name the teachers and staff of the University by name-patronymic. The teachers and students should refer to each other on «You» in communication,.

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

The students' bags of large size should be put in a special place, if not, and then on the floor next to his place, so that would not interfere with others.

The students should be mutually polite, avoid humiliation of comrades, discrimination, and aggression while they are communicating with each other.

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

It is unacceptable disregard for the younger students and a manifestation of arrogance.

We welcome the desire to create a creative, efficient and friendly atmosphere in the group, on the course, at the faculty. Individual leadership should contribute to the collective creative process, but do not destroy it.

A healthy lifestyle, abandonment of bad habits is additional factors that ensure the career growth of future professionals.

Being a student of the University is a high honor and a great responsibility.

Culture, intellect, morality are the key characteristics of the University students.

The student should not:

1) engage in any activity that involves cheating, dishonesty or misleading teachers;

2) disrespectful behavior towards teachers, employees and friends;

3) miss classes or are late for them without a valid reason;

4) leave the classroom during classes without the permission of the teacher;

5) smoking or drinking alcohol.

**9.5. Meetings and conference**

Meetings and conference are the main forms of cooperation necessary for making collective decisions. Meetings and conference should use the allotted time as efficiently as possible. To do this, all members of the team are recommended to comply with the following rules and etiquette:

1) coming to meetings on time;

2) get acquainted with the agenda and take all the necessary materials with you, pre-prepared questions or comments;

3) during the meeting or conference in the offices of the University to leave mobile phones in the reception;

4) to collective meetings or conference to come without mobile phone, in case of its existence to keep it disconnected;

5) quietly apologize if you need to leave and after returning to the hall;

6) don't use meetings as a platform for solving personal problems;

7) always find out in advance how much time is allotted for a speech. About abuse of the rules, recalls the Chairman of the meeting;

8) do not delay by shortening the time of the following speakers;

9) representing the speaker, to call his name, first name, patronymic, position, the basis for his speech and topic.

**9.6. Telephone communication**

The ability of employees to talk on the phone with colleagues, partners and other stakeholders contributes to the creation of a favorable impression of the University as a whole. Employees are recommended to be guided by the following rules and regulations of business etiquette in the process of telephone communication:

1) answer the phone as quickly as possible;

2) when calling business partners or colleagues, you must specify your name, position and Department;

3) it is recommended to set at the beginning of the phone call , do you call at a convenient time;

4) you should always listen carefully to the interlocutor, if you do not have time to continue the conversation, you should apologize and ask the interlocutor to call back;

5) telephone conversation ends, as a rule, the person who should call ;

6) it is not recommended to call someone to work on personal matters. In case of emergency, be extremely brief;

7) leave a message on the answering machine, call the date, time of the call, your name, the name of the University, and then briefly describe the purpose of the call;

8) if you intend to transfer a significant amount of information, use e-mail or Fax;

9) If you have not found the right person you should ask when it is better to call back or leave your name and phone number;

10) if somebody call a colleague who is currently not in the workplace, help find him or take a message for him, specifying where and to whom he can call back;

11) if during conversation there was a break in communication, it is necessary to call back the called person;

12) if the caller dialed the wrong number, politely clarify the dialed number and correct the caller.

**9.7. Representation of colleagues and partners**

Employees of the University are recommended to observe the following rules and rules of etiquette when presenting colleagues and partners:

1) to represent the Junior on a position-to the senior;

2) untitled man - titled;

3) introducing to each other of equal status of people to represent someone is less familiar, whom 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, figuring out exactly how he would like to be presented;

6) business cards should be accepted politely and carefully;

7) if you need to remember the person or organization he represents, ask for a business card

**9.8. Business clothes**

The appearance of each member of the collective is the basis of the University's image. It is recommended to follow the following rules of wearing business clothes:

1) business dress style should be conservative and restrained;

2) clothes should be neat and conform to the world standards of business clothes;

3) it is advisable to avoid bright and provocative colors;

4) women should not wear short skirts, flashy jewelry and clothing that opens the back and shoulders.

**9.9. Gifts and services**

Employees are not encouraged to accept or give gifts or services in any form from students and partners of the University or third parties as a thank you for the relationship, perfect service or this advice.

It is necessary to avoid situations where the receipt or transfer of gifts (services) can 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 the refusal can lead to negative consequences for the development of partnership, the fact of acceptance of such a gift is permissible, but it must be reported to the immediate supervisor.

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

As gifts should be used in the maximum number of cases items that have the symbols of the University.

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 for their quality are the easily recognizable, artistic and aesthetic value, the expressed ability to self-identify both the university as a whole and its team.

Corporate symbols of the University are common for all departments of the University. Their changing is possible only in exceptional cases and with the consent of the University management.

**11. CORPORATE EVENT**

The University traditionally holds the following corporate events:

1) evening dedicated to the New Year;

2) events dedicated to the national holidays «International Women's day» and

«Defender of the Fatherland Day»;

3) evening dedicated of the University’s birthday .

**12. CORPORATE COMMUNICATION**

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

The means of corporate communications include:

1) internal corporate communications;

2) web portal;

3) electronic library.