



Final Report

on external evaluation of
the cluster of educational programmes

“Advertising and public relations” (42.03.01),
“Journalism” (42.03.02, 42.04.02)

delivered by the Federal State Autonomous Educational
Institution of Higher Education “Belgorod State National
Research University”



Belgorod, 2019

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Chair of the External Review Panel

Katja Gussmann

Belgorod, 2019

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INTRODUCTION

The external evaluation of the cluster of educational programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02), delivered by the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University" (BelSU), took place on December 3 – 5, 2019 and included the analysis of Self Evaluation Report, a site visit to BelSU and preparation of the Final Report.

The goal of the external evaluation is to establish the level of compliance of the quality of the graduates' education and training in the cluster of degree programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02), delivered by the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University", with the standards and criteria of international public accreditation developed by the National Center for Public Accreditation (NCPA) and with the European standards and guidelines (ESG) for quality assurance in higher education (ENQA).

The Final Report on the outcomes of the external evaluation is the basis for decision making by the National Accreditation Board on professional public accreditation of the study programmes in compliance with the standards and criteria of NCPA.

1. CONTEXT AND MAIN STAGES OF THE EXTERNAL EVALUATION

1.1. Terms of Reference

According to item 1, 3 article 96 of the Federal Law of the Russian Federation of December 29, 2012 No.273-FZ "On education in the Russian Federation" organizations, which implement educational activities, may apply for public accreditation in various national, foreign and international institutions; employers, employer associations and designated organizations have the right to conduct public accreditation of professional educational programmes, which are delivered by an educational institution.

In order to obtain professional public accreditation of the cluster of study programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02) BelSU applied to NCPA which carries out its activity at the national level and is recognized by the leading international organizations of quality assurance in higher education.

1.2. External Review Panel

The international experts were nominated by a foreign quality assurance agency upon NCPA's request.

The Russian expert was nominated by the Guild of Experts in Higher Education.

The employer representative was nominated by the State TV and Radio Company "Belgorod".

The representative of the students' community was suggested by Shukhov Federal State Budget Educational Institution of Higher Education "Belgorod State Technological University".

The composition of the External Review Panel was approved by NCPA.

The Review Panel included five international and national experts:

- **Katja Gussmann** - PhD, Professor, Faculty of Journalism and Public Relations, HMKW, University of Applied Sciences, editor and journalist of various Frankfurt journals and publications — foreign expert, Review Chair;
- **Yanina Chigovskaia-Nazarova** - Candidate of Philology, Associate Professor, Rector of Korolenko Glazov State Pedagogical Institute, member of the Guild of Experts in Higher Education, Honorary Worker in the Sphere of Higher Education of the Russian Federation — Russian expert, Deputy Review Chair;
- **Aleksandr Kovalenko** - Doctor of Philology, Professor, Head of the Department of Russian and Foreign Literature, Faculty of Philology, People's Friendship University of Russia, member of the Guild of Experts in Higher Education — Russian expert, Panel member;
- **Aleksandr Serdiuk** - Head of the Radio Broadcasting Service of the State TV and Radio Broadcasting Company «Belgorod», member of the Russian Union of Journalists — representative of professional community, Panel member;
- **Yulia Dmitrieva** - 3rd year student, Institute of Economics and Management, Head of the Media Division of the of the Students' Union, Shukhov Belgorod State Technological University, member of the Youth Government of the Rakitianskii District, Belgorod — representative of students, Panel member.

The focused expert knowledge of the Panel members, long-term experience of working in the system of higher education and profession, active position of students and employers became the basis for effective consideration of issues in the process of evaluation.

The participation of the Russian representatives of the higher education system gave an opportunity to analyze the activity of the programmes under evaluation in the context of the world trends in quality assurance and within the scope of the national educational system.

1.3. Goals and objectives of the review

The purpose of public accreditation is to improve the quality of education and form quality culture in educational institutions, discovering best practices in continuous enhancing the educational quality and public information on educational institutions in accordance with the European educational quality standards.

The main goal of the peer review is to determine the correspondence of the reviewed study programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02), delivered by the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University" to standards and criteria of public accreditation, which are developed by NCPA in compliance with the European Standards of Quality Assurance in Education (ESG-ENQA); and to develop recommendations

for the study programmes with the purpose of improving the contents and structure of the educational process.

1.4. Stages of the review

The review included three main stages:

1.4.1 Study of the Self-Evaluation report

The Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University" was responsible for conducting the self-evaluation procedure, developing and timely submitting the Self-Evaluation Report of the cluster of educational programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02).

According to the *Guidelines on Self-evaluation of Educational Programmes*, which were developed by NCPA, The Self-Evaluation Report is written on 52 pages and includes: introduction, findings, conclusions, and annexes. The self-evaluation procedure was conducted on the basis of SWOT analysis according to every standard of NCPA.

According to the review schedule, the Self-Evaluation report of the study programmes "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02) was submitted to NCPA and mailed to the members of the review panel 30 days before the site-visit.

While studying the Self-Evaluation Report the panel members formed a preliminary opinion about the reviewed educational programmes on compliance with the standards of NCPA and criteria on accreditation and with the European standards of education quality.

The members of the review panel assessed the quality of preparation of the Self-Evaluation Report with regards to its text structuring, compliance of information with the Report's sections; quality of perception; sufficiency of analytical data; availability of references to supporting documents; completeness of information. But links to sources didn't work, which made it impossible to check sources beforehand. Sources were not translated into English, therefore the foreign expert had to rely upon the information given by the russian-speaking members of the Review Panel. Nevertheless it was possible for the members of the Review Panel to formulate a preliminary opinion. It complicated the work on site-visit, because too much time had to be spent on translation.

The review panel members pointed out some weaknesses of the Self-Evaluation Report:

Standard 2. Procedures for the development and approval of EP, sub-item "Availability of procedures for the development, approval and adjustment of EP including the expected learning outcomes and taking into account the development of science and production, as well as the views of interested parties (administration, teaching staff, students and employers)" only information on employers is presented. There is no information on the degree of involvement of students in the procedures of designing / approval / adjustment of the educational programme.

Standard 3. Student-centered education and assessment procedures, sub-item 3.2. "The use of methods that stimulate students to an active role in the joint construction of the educational process" does not sufficiently cover

the feedback from the students in order to analyse the effectiveness of using specific educational methods.

Standard 4. Enrollment, support of academic achievement and graduation. Sub-item 4.3. Availability of systematic work to support academic performance of students is not completely explained. Particularly, it lacks information on the issue how the students' research work is organized.

The ERP made the following conclusions on the outcomes of the preliminary analysis:

1.1 The Report's structure

The Review Panel has no remarks on the Report's structure. All the components of the Report make it possible to reveal the compliance of the reviewed cluster with the standards and criteria of international public accreditation.

1.2 The Report clearly presents the internal review results for determining the level of compliance of the reviewed cluster with the standards and criteria of international public accreditation of NCPA and the priority development trends of the programmes. Specific remarks are mentioned in Item 2 of the inquiry.

1.3 The Report clearly presents the goals of the cluster and the expected learning outcomes, their compliance with the mission, goals and objectives of the educational institution. The reception of the Report is facilitated by the Introduction and Conclusions (which are provided for every standard), the SWOT-analysis, tables, abbreviations, references, annexes.

According to the standards and criteria of accreditation of NCPA the preliminary assessment of the study programmes "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02) may be defined as full compliance. The indexes are clearly defined, comply with the mission and consumers' requirements, systematically reviewed and updated.

The following lines of inquiry have been formulated:

1. How do the accredited programmes comply with the requirements of the Professional standard?
2. In what way are employers involved into educational quality assurance?
3. How does the HEI meet the monitoring criterion on international activity, in particular, the admission of foreign students?
4. Do the students have the opportunity of acquiring a double Degree Diploma?
5. What opportunities do the educational quality committee members have for improving their competence?
6. Which activities are conducted in order to improve the competence level of the 1st year students after passing the admission tests?
7. In your opinion, what can make the accredited programme be more attractive for applicants?
8. What are the strengths and weaknesses of the department, which delivers the accredited cluster?
9. How do you make sure that the graduates reached the expected learning outcomes?
10. What is the level of your students' activity? Which amendments to the programme were made upon their suggestions?

11. Are self-administration days held? What methods, which inspire students to play an active role in designing the educational process, does the Faculty use?
12. How do you understand "compensatory training", which is mentioned in Standard 3. Student-centered education and assessment procedures, sub-item 3.5 - Using independent assessment of learning outcomes?
13. Share the good practice in admission of foreign students. How can we make a humanitarian programme attractive for foreign citizens?
14. What are the strengths and weaknesses of your department?
15. Is the teaching staff involved in the process of improvement of the programme? How?
16. What unique or innovative educational methods are used in your department?
17. What goals and expected outcomes of the programme does your academic discipline promote?
18. Are any opportunities of professional development available to you?
19. Are you a member of any professional communities? Which ones? In which projects (carried out by the professional communities) does the HEI take part?
20. Do you keep in touch with employers? In which way?
21. Are you involved in the process of the programme's enhancement? Give examples.
22. Are you going to continue education and learning after graduating from the programme? Where? When? Are you going to start a professional career after completing the programme? Where? When?
23. How often do the employers meet with the HEI's administration? In what way are the meetings held?
24. How much is your personal experience important for the programme?
25. Do the programme's graduates meet your requirements?
26. What is your opinion of the programme? Would you recommend the programme to your friend?
27. What amendments should be made to make the programme better?

During the preliminary meeting the members of ERP came up with suggestions which determined the main strategy of the site visit.

1.4.2 Site visit to BelSU

The review panel visited BelSU on December 03-05, 2019 with the purpose of confirming the authenticity of the information, which was presented in the Self-Evaluation Report, collecting additional information on the implementation of the programmes under accreditation and checking their compliance with the standards and criteria of NCPA and European Standards and Guidelines for quality assurance.

The time line and the agenda of the site-visit were determined by NCPA and approved by the administration of the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University" and the members of the Review Panel.

During the site-visit the Review Panel members conducted a number of meetings and interviews:

- with the University administration and people responsible for accreditation,
- the Director of the Institute / the Faculty' Head,
- the Heads of the Department and their deputies,
- teachers,
- students,
- representatives of professional community,
- graduates.

The Chair of the Review Panel managed the Panel's work. The Panel considers that the Self-Evaluation Report, which was presented by BelSU, provided the experts with an opportunity to form an integral view on specific features of implementation of the reviewed study programmes "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02).

The Review Panel visited several facilities and structural divisions:

- the University's Centre of Civic and Patriotic Education,
- Centre of Intercultural Communication,
- Scientific Library named after N.N. Strakhov,
- Museum of BelSU,
- the Hall of practice-oriented training,
- the University's media center,
- the Institute of Social Sciences and Mass Communications,
- the Office of PR and Contacts with Mass Media.

The reviewed documents and the interviewed persons, visits to facilities and departments provided the Review Panel members with sufficient information about the study programmes under accreditation.

The Review Panel considers it necessary to highlight the effective cooperation of the experts and NCPA employees during the site-visit and its preparation.

The Review Panel notes the highest level of organizational provision and constructive work. The executive staff of BelSU provided the administrative support, which included arrangement of meetings and interviews, provision with working space, computers with access to the Internet, necessary research, academic and methodological documents. However, the Review Panel faced some difficulties with the Internet support. The quality of Wi-Fi network in some classrooms was poor.

During the site-visit to BelSU the Review Panel members requested additional documents, some core documents like the curricula had to be translated into English. As the language of the Review Panel was not English, a lot of time got lost by translation - in discussion and translation of documents.

On the last day of the site-visit the Chair of the Review Panel presented an oral report on the general conclusions to the administrative staff of the University, Heads of the Institutes and Departments, teachers and students.

The agenda of the site-visit can be found in the Annex.

1.4.3 Conclusion on the findings of the external review

Based on the results of the external review of the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University" the Review Panel submitted the Report on the results of the external review of the study programmes "Advertising and Public

Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02), delivered by the University.

The draft report of 35 pages excluding Annexes was developed by the Deputy Chair of the Review Panel, approved by the Chair and the other Review panel members and submitted to the National Centre for Public Accreditation. Then the Report will be mailed to the University's administration for the correction of factual errors.

2. DESCRIPTION OF THE STUDY PROGRAMMES

The University's procedure of development, approval and update of educational programmes is conducted according to the Regulations "On a basic educational programme of higher education".

The structure and organization of the cluster of educational programmes "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02) is determined by Regulations "On a basic educational programme of higher education" and Amendments to the Regulations (approved 25.03.2019). The basic documents, which regulate the procedure of development, approval and update of educational programmes are posted on the University website.

The programmes' goals and objectives are directly connected with the University's mission and the region's long-term development programme. The main goal of the programme is to deliver education and training, which allow graduates to be successfully employed in informational and communicational environment, which form universal, general and professional competencies, develop skills of implementing such competencies in practice according to the Federal State Educational Standard of Higher Education. The competencies depend on the training fields of the major Departments of (1) Communication, Advertising and Public Relations and (2) Journalism. Goals, objectives and expected learning outcomes are posted on the official website of the University and are available from any location via the Internet. The curricula are developed on the basis of the competence approach; the achievement methods and requirements for learning outcomes are included in the syllabi. The programmes' characteristics and documents are posted on the University's website in the section "Info-BelSU: educational process / educational programmes". Electronic methodological materials and guidelines for academic disciplines are also successfully used.

Design, approval and updating of the educational programmes are implemented with the account of the opinions of stakeholders: employers, public members, representatives of professional communities, students and their parents. Such cooperation promotes the adjustment of the goals and objectives of the educational activity to the requirements of the labour market, thus facilitating the employability of the graduates. Amendments are discussed at the departments' meetings, approved by the Academic Councils of the Institutes and are included in the programme's amendment lists.

The mechanisms of cooperation with employers according to the goals and expected learning outcomes of the programme are implemented in compliance with internship agreements.

The educational programmes comply with the Federal State Educational Standard of Higher Education. The qualification, which is awarded after graduation, complies with the relevant level of the National Qualifications Network. The content of the educational programmes is agreed on with employers. The basic educational programme is a complex of basic properties of education (scope, contents, expected outcomes), organizational and pedagogical conditions, forms of attestation, which is presented in the shape of general characteristics of the educational programme, curriculum, calendar schedule, syllabi of the academic disciplines (modules), programmes of internship, assessment tools, methodological materials, which are included in

the basic educational programme upon the decision of the University's Academic Council.

The programmes of the cluster under accreditation are designed and implemented according to the "Development Programme of BelSU as a town-forming, research, social and educational, innovational and cultural center of Belgorod region for 2018-2022" and "The Programme of enhancing competitive ability of BelSU among the world leading research and academic centres for 2013-2017 and further 2020". Therefore, the programmes' content is oriented to the world and regional requirements and the tendencies of the region's development.

3. FINDINGS

3.1 Standard 1. Policy (goals, objectives, development strategy) and procedures of quality assurance

Compliance with the standard: **Full compliance**

Table 1 - Criteria for Standard 1

№	Subject of Evaluation	Mark
1.	Availability of a documented inner quality assurance system providing continuous enhancement of quality in accordance with the developmental strategy of the educational institution	A
2.	Participation of all stakeholders (administration, teaching staff, students, employers, employer associations, branch ministries and departments – key partners in employment of graduates) in developing and implementing a quality assurance policy through relevant structures and processes	A
3.	Participation of all structural units of an educational institution in quality assurance processes and procedures	A

Analysis of the cluster of educational programmes' compliance with the standard:

The review panel studied the local regulations for the internal quality assurance system. The review panel members concluded that the University has a thoroughly documented internal quality assurance system, which provides continuous quality improvement.

In 2009 the University's quality management system was certified by the "Russian Register" Company group and the International Certification Network IQNet for compliance with ISO 9001:2008. In 2018 the quality management system transited to ISO 9001:2015 "Quality management system Standards".

The quality assurance policy is based on the Regulations for organization and conducting the internal quality evaluation, which is approved by the decision of the Academic Council. The internal quality assurance system of the cluster of educational programmes "Journalism" and "Advertising and Public Relations" is reflected in the Strategy for quality assurance in training graduates of BelSU's Institute of Social Sciences and Mass Communications for 2018-2020 (approved by minutes N5 of 21.11.2018).

The University's Centre for Quality Management runs the system of quality management. The quality management system is based on the process and risk-oriented approaches, which are executed as a means for prevention of possible problems and risk minimization.

The University developed, approved and implemented the Policy and Goals for quality assurance, the Quality Regulations, which comprise general direction and the activity vector of the University in the field of quality assurance.

The University has the system of developing proposals for implementing methods and means of educational quality assurance; for planning and implementing the system of quality management together with other departments; for informational and analytical support of monitoring the

University's life; for implementing technical regulations, national standards and other standardization documents of the Institute and organization of control over the standards. The department of quality assurance cooperates with the Deans, the Heads of departments and programme managers, persons in charge of quality at every department of the faculties.

The stakeholders - administration, teaching staff, students, and employers - participate in developing and implementing the quality assurance policy. The Students' Council of the Institute strives for providing the students' right to participate in managing the academic process, assuring protection of their right for getting high-quality education and training.

The internal quality assurance system comprises the monitoring and periodic assessment of the programmes and academic qualifications, the level of knowledge, skills and competencies of students, qualification and competencies of the teaching staff, the quality of the academic resources, organization and management of the HEI. The University collects and analyses information on implementation of educational programmes and activity of the HEI. Such information is used for the efficient programme management and informing all the stake-holders on the quality of the educational programmes and compliance of the qualifications with the approved standards.

During the reviewed period according to the schedule of internal reviews for the 2019-2020 academic year, the University conducted reviews of 35 departments, which included 103 subjects: directors' offices of the Institutes or affiliations, Deans' offices, departments, colleges.

The Monitoring of the satisfaction of consumers is the important element of the quality management system. In 2018 the monitoring covered 5605 respondents. Nearly all the categories of consumers are satisfied with the quality of training provided by the University.

Achievements:

1. In order to implement the quality assurance system the University created a special structure – the System of educational quality assurance, which cooperates with the Institute's Director and the Departments' Heads of the Faculty of Journalism, and the persons in charge of quality at every department.

2. The consistency of quality assurance is at a high level, which is proved by the documents on different issues of the academic process and its outcomes. The internal system of quality assurance of developing and implementing the educational programmes is formed and documented.

3. Starting from 17.12.2019 the University is planning to undergo the second certification stage for compliance with ГОСТ P 56404-2015 "Lean production. Requirements for management systems".

4. Introduction of the lean productions tools widens the University's ability of continuous development and innovations, provides a systemic approach to efficiency of the HEI for all the stakeholders.

Recommendations:

1. It is recommended, that the journalistic education should be clearly based on the concept of critical journalism, that enables and supports public discourse and emphasizes on public interaction with authorities and between different social groups.

2. It is recommended to design the strategy of development of international contacts; the priority countries and spheres of cooperation should be determined. The strategy should include reorganization and further improvement of the web-site (attractive, available and transparent for foreign users – especially European and Chinese) as the conditions of the University’s and the programmes’ awareness.

3. It is advisable to design a long-term cooperation strategy with employers and business partners, non-governmental and professional organizations.

4. It is recommended that the possibilities should be found to expand the export of educational services, master new activities, which are targeted at implementing research and academic programmes abroad.

3.2 Standard 2. Design and approval of programmes

Compliance with the standard: **Substantial compliance**

Table 2 – Criteria to Standard 2

№	Subject of Evaluation	Mark
1.	Availability and accessibility of clearly defined, documented, approved and published goals and objectives of a study programme and expected learning outcomes and their correspondence to the mission and goals and objectives of the educational institution	A
2.	Availability of procedures for design, approval and revision of a study programme (including expected learning outcomes) with the account of the development of science and industry, and also with the consideration of stakeholder opinions (administration, teaching staff, students, employers)	B
3.	Consideration of the requirements of professional standards (if available), of labour market, of national qualification framework descriptors in the study programme	B

Analysis of the cluster of educational programmes’ compliance with the standard:

The educational programmes under accreditation are designed in compliance with the Federal State Educational Standard for Higher Education with the consideration of the Federal and local regulations. Goals and expected learning outcomes, which are set in the educational programmes, comply with the mission, goals and objectives of the Institute.

The University’s administration, teaching staff, employers, students take part in determining the goals and the development strategy for the programmes within the framework of task groups, department meetings, which specify the goals and objectives of the programme, discuss the competency matrix, variants of designing the syllabi and working plans.

The department of educational quality carries out regular internal reviews of educational programmes. Such reviews include the process of reviewing the educational programmes on the basis of presented documents and determine the compliance of the research object with the certain criteria of the audit goals and tasks.

The review board concludes that the University in compliance with the Federal State Educational Standard for Higher Education, the Federal State Educational Standard for Higher Professional Education, the Self-Developed Educational Standard for Higher Education and the Regulations for designing basic educational programmes of academic disciplines, annually adjusts academic plans, revises contents of the educational programmes, academic and methodological materials with the consideration of the modern level of research and academic practices, and the requirements of the stake holders.

In order to improve the cluster of the programmes it would be helpful to pay attention of the Deans' offices and the Department to various possibilities of implementing the model of network collaboration with employers with respect to contemporary requirements of the labor market.

Achievements:

1. Availability of clearly articulated, documented, approved and published goals of the educational programmes, expected learning outcomes and their compliance with the mission, goals and objectives of the University.

2. Relevance of the programmes' content is provided by their systematic reviewing, implementing the results of the teachers' research works, expanding the cluster of Master's programmes, involvement of highly qualified specialists in conducting classes and lectures.

3. Follow-up procedures and quality control are executed annually within the framework of:

- two types of audit (external, conducted by the "Russian Register" Company group, and internal, conducted by the Center of Quality Management). Internal review is implemented in the structural divisions, which include the Institutes' Directors' offices, Deans' offices, Departments, Centers, offices and their sections. The internal review is targeted at determining areas for possible improvement;

- monitoring the level of satisfaction of students, teachers, employers, students' parents and graduates.

- accountability within the framework of the quality management system of the University is presented by two levels (the structural division level and the University level) in the shape of annual reports "Analyses of the Quality Management System on the part of the management", which are presented at the meetings of the Academic Councils of the Institutes and Departments.

Recommendations:

1. It is recommended to enhance developing new programmes which take in consideration modern forms of journalism and public relations. As there are for example: social media management, content management, data journalism, video journalism, podcasts and any form of crossmedia. This meets labour market requirements.

2. In order to promote the educational programmes in Russia and abroad and attracting foreign students it is recommended to revise the curricula, delete outdated modules and develop Module Handbooks according to international standards which define subjects, course titles, course contents, mode of delivery, contact hours per week, workload, planned learning activities, teaching methods, type of assessment, reading lists, learning goals and credit points. Those Module Handbooks for each programme should be

presented on the public website also in English to clearly demonstrate the contents of the programmes.

3. It is advisable to involve employers as guests on a regular basis to give inspiration and input in the process of designing and evaluating the content of the educational programmes and develop joint-projects.

3.3 Standard 3. Student-centered learning, teaching and assessment

Compliance with the standard: **Full compliance**

Table 3 – Criteria to Standard 3

Nº	Subject of Evaluation	Mark
1.	Consideration of needs of diverse groups of students and a possibility to create individual learning paths	A
2.	Use of methods encouraging students to take an active part in creating the learning process	A
3.	Use of clearly defined criteria and objective assessment procedures of learning outcomes/ competences of students corresponding to the expected learning outcomes, goals of the study programme and their purpose (diagnostic, formative or summative assessment)	B
4.	Information about the study programme, criteria and procedures for assessment of learning outcomes/competencies, about examinations, tests and other types of control.	A
5.	Use of procedures of independent assessment of learning outcomes	A
6.	Availability and effectiveness of appeals procedure and procedures for dealing with students complaints	A

Analysis of the cluster of educational programmes' compliance with the standard:

The University created the opportunity to design individual educational paths.

The academic process involves clearly determined criteria and credible procedures of evaluating the expected learning outcomes.

The control system of the academic progress includes the following: diagnostic tests, retained knowledge review, formative and summative assessment, and final attestation. Attestations involve using internal and external evaluation according to the Federal Educational Standard (I-Exam).

Grade rating system for students' evaluation is based on the developed regulations. It provides flexibility and credibility in evaluation of the academic progress.

The academic process for foreign students is also provided by a number of regulations.

The students are informed of the evaluation results through the Institute's web-site, published working programmes (the programmes include the types formative and summative assessment, scales and evaluation

criteria), grade rating sheets of the academic disciplines, which are distributed among students at the start of each term.

The students of the Department of Journalism take an active part and become winners of olympiads in journalism and public relations.

Achievements:

1. Student-centered learning is at the high level.
2. The academic process includes the appeal system, the grade rating system is transparent and convenient for both students and teachers.

Recommendations:

1. It is recommended to improve the documented system, which is targeted at personalization of educational paths for people with special needs with respect to their psychological and physical conditions, students in difficult life situations (students with children), foreign students and academic mobility students. The educational programmes are expected to involve adjusted educational technologies, which provide conditions for social involvement of students with special needs.

2. It is advisable to extend availability of individual educational programmes: use of various means and procedures, which help students realize their individual goals and tasks.

3. It is advisable to pay attention to developing students’ critical thinking, active outlook, civic position of a journalist as a fundamental guideline of the programme.

3.4 Standard 4. Student admission, support of academic achievements and graduation

Compliance with the standard: **Full compliance**

Table 4 - Criteria to Standard 4

№	Subject of Evaluation	Mark
1.	Systematic carrier guidance work targeted at the recruiting and selection of applicants should be in place	A
2.	Availability and effectiveness of rules and regulations for admission, transfer of students from other educational institutions, recognition of qualifications, periods of study and prior learning	A
3.	Systematic work to support students’ progression	A
4.	Recognition of higher education qualifications obtained in the RF and abroad (Diploma Supplement)	B
5.	Participation of students in mobility programmes	B

Analysis of the educational programmes' compliance with the standard:

The Faculty of Journalism conducts continuous career guidance work, which is focused on choosing gifted and motivated candidates. The career guidance work is executed in different forms: organizing and implementing Olympiads and contests, thematic events, open door days, publications in mass media, participation in TV-shows, organization of the State Unified Examination courses, design of informational booklets.

The Institute's web-site presents information on the rules and procedures of admission but should be modernized with an easy access to information also in English.

The rules of transfer from other educational institutions, recognition of qualifications, study periods and previous education are determined by the "Regulations on academic transfer".

The Departments conduct continuous work to involve students in research work. The research work is executed in different forms: involving students in research projects supervised by the teaching staff, organizing student research clubs and research associations of students, postgraduates and young researchers, involving students in research work by orders of employers, enrolling students in research conferences in Russia and abroad, publishing students' works in inter-institutional collections of research works and collections of papers presented at research conferences.

The Department of Journalism conducts career guidance work among students and promotes graduates' employability. It also executes planning, organizing and interacting with institutions of general and professional education. The basic forms of guidance work are the Unified State Examination preparation courses, testing, open door days, consulting physically impaired persons and parents on admission and learning, enrolling schoolchildren into HEI's olympiads.

In order to help students the Department of Journalism keeps its page at the social network "VKontakte".

The University provides the possibility of getting the European Diploma Supplement, which helps to continue studying or find employment abroad, or be employed by transnational companies on the territory of the Russian Federation.

The students' mobility is one of the priority tasks for the University in its striving for implementation of the Bologna agreement. Information and programmes of international academic mobility are available at the web-site. The main document regulating the procedure of student mobility is the Regulation on the international academic mobility of students, graduates, teachers and employees" (approved on 27 May, 2019).

Several forms of international student mobility are available at the University. They are implemented within the framework of the concluded bilateral agreements between the University and partner Universities:

- student exchange programs at a partner university;
- training in joint educational programs implemented by the National Research University "BelSU" and a partner university;
- language courses and internships; summer schools.

The number of foreign students, who study at the Belgorod State National University at the Bachelors' programs - 907, at the Masters' programs

- 353. The number of foreign students, who study program 42.03.01 "Advertising and public relations" is 11 (7.1%); program 42.03.02 "Journalism" is 22 (9.6%), program 42.04.02 "Journalism" - 5 (11.6%).

At present two students of program 42.03.02 "Journalism" undergo inclusive training at the Belarusian State University (Minsk), 1 student is on inclusive training at the Hanse University of Applied Sciences (Netherlands). Two students from the University of Gdańsk (Poland) study at the faculty of Journalism on the Erasmus + program.

Achievements:

1. The University achieved a very high level of consistency in collecting information on the students' academic progress;

2. The systemic character of career guidance work, which provides stability of admission.

3. Availability of the effective system of cooperation with graduates and representatives of professional community.

4. The students take part in research and professional events on the regular bases, which provides the opportunity to evaluate and stimulate the quality of their learning.

5. Availability of the Diploma Supplement.

Recommendations:

1. It is recommended the "geography" of admission of Russian students, and students from Europe and Asia should be expanded;

2. It is advisable to increase the number of students and teachers involved in mobility programmes by way of financial support and Erasmus programmes.

3. It is recommended to improve language skills and provide students with more language-classes in English, to enable exchange (mobility programmes) with foreign countries.

3.5 Standard 5. Teaching staff

*Compliance with the standard: **Full compliance***

Table 5 - Criteria to Standard 5

Nº	Subject of Evaluation	Mark
1.	Qualification and competence of the teaching staff : – Academic degrees and titles; – Industry and state awards and prizes; – Practical experience; – Published text books, handbooks and methodological guidebooks	A
2.	Relevance of specialists, degrees and titles and /or practical experience to the profile of the study programme	A
3.	Research activity of the teaching staff, implementation of research results in the academic process	A
4.	Use of innovative teaching methods and advanced technologies	B
5.	Visiting lecturers from other educational institutions including those from abroad	B
6.	Participation of the teachers in joint international projects, internships abroad, academic mobility programmes	B
7.	A system of financial and non-financial incentives for teachers	B
8.	Availability and use of clear, transparent and objective criteria for: – Hiring staff including teachers from foreign educational institutions, assignment to positions, promotion, dismissal; – Dismissal of teachers with low level of professional competency	A
9.	A system for career development and professional advancement for teachers	A

Analysis of the educational programmes' compliance with the standard:

Basic education and the qualification level of all teachers involved in the educational process meets the established requirements.

The Department of Journalism has 12 full-time teachers including 3 (25%) Doctors of Sciences (one of them is a visiting professor from Bergamo State University, Italy); 8 (66.6%) Candidates of Science. Professionals with significant practical experience (executive experience) in the media sphere are also involved in the implementation of the educational process. At the moment, the teaching staff includes 14 teachers, 3 of them (21.4%) have a Candidate of Science Degree in the taught subject. The Department of Communication, Advertising and Public Relations has 24 teachers, among them 3 (12.5%) Doctors of Sciences, 12 (50%) Candidates of Sciences, 5 people (21%) have significant practical experience in the field of advertising and PR.

The teaching staff provides the high level of academic process, all the areas and disciplines, which are required by the programme. The teachers are easily adapted to the changing requirements.

Teachers of the programme cluster under accreditation are engaged in active research activities. 31 textbooks and 10 monographs have been published over the past 5 years. A total number of published research works is 468, among them 48 works are published in journals from the list of VAK, Scopus, Web of Science; 145 articles were published in journals from the list of RSCI (Russian Science Citation Index), 174 articles are included in collections of the materials of research conferences.

The teachers of graduation departments of the Institute of Social Sciences and Mass Communications actively participate in organizing and conducting the annual International Research Conference "The discourse of modern mass media in the perspectives of theory, social practice and education" (Belgorod State National Research University, 2014, 2016; in 2018 the conference was supported by a grant from the Russian Foundation for Basic Research (RFBR) 18-012-20052); "Discourse and media criticism" (Belgorod State National Research University, 2015, 2017, 2019). They were also engaged in:

- International Research Conference "What is a community? Social hermeneutics, power and media" (Belgorod State National Research University, 2019);

- International Scientific Seminar "Studies of Political Discourse and Political Communication in Russia and Serbia" (Institute for Political Studies, Belgrade, Serbia, 2018).

The implementation of the cluster of programmes implies using the following educational technologies / forms of training: active and interactive forms of lectures and practical exercises (topical lectures, business games, case analyses, testing, the defense of presentations and projects) in combination with extracurricular activities in accordance with the requirements of the FSES HE on the programmes under accreditation.

Individual tasks, such as, composing messages, reports, essays, selecting illustrating material are used as a means of mainstreaming the cognitive activity of students. During the process of preparing tasks various forms of network communication are actively used. The specifics of training in the programs make it possible to use such active forms of conducting classes as organizing and conducting large-scale public events (event management); preparation and holding of press-conferences; business games; analyses of cases; brain storming, E-learning and distance learning technologies and other.

Each year national and foreign leading experts are invited to conduct lectures and research work. The teachers of graduation departments are regularly involved as lecturers and independent experts at the regional, national and international levels. Professor of the Slavic Studies Department of the Bergamo State University (Italy) Hugo Percy works as a visiting professor at the Department of Journalism.

The teachers take part in joint international projects, internships, international mobility programmes. They take regular further education courses in the University, in other Russian regions and abroad (Tomsk, Moscow, Voronezh, Bergamo (Italy)).

The HEI's teaching staff gets monetary and non-monetary incentives whose task is to promote research achievements and improve the teaching staff's qualification and teachers should be encouraged for example by a reduction of teaching hours to have spare time for research and building up international connections.

The procedure of recruiting the teaching staff is documented and based on a well-designed competitive selection system. The system of diagnosing and motivating the teaching quality is based on systematic determination of individual and group ratings.

Achievements:

1. The involvement of teachers, who act as independent experts, at the regional and national levels is the indicator of the high level of the teaching staff.
2. Availability of the rating system for the teaching staff's work, which is based on consideration of individual achievements.

Recommendations:

1. It is recommended to use the most innovative educational methods in the educational process.
2. It is advisable to encourage teachers to learn foreign languages with the aim of more active participation in joint educational projects, internships and exchange programmes.
3. It is recommended to improve publishing activity in top-rated journals, which are indexed in scientometrical databases (Scopus, WoS).
4. It is recommended to conduct marketing research for the purpose of designing joint educational programmes and international projects.
5. In order to internationalize the academic process, it is advisable to establish contacts with the leading foreign HEIs. Mid-term and long-term plans of teachers' participation in different research and academic projects with the leading HEIs should be developed.
6. It is recommended to develop the mechanisms of additional financing by the administration for the teachers to conduct research. To improve non-monetary incentives for the teaching staff in order to provide the necessary freedom to do research and build up international contacts.

3.6 Standard 6. Learning resources and student support

Compliance with the standard: **Substantial compliance**

Table 6 - Criteria to Standard 6

№	Subject of Evaluation	Mark
1.	Provision of the study programme with material and technical recourses in accordance with the requirements of the curriculum (modern tools, equipment, computers, classrooms, laboratories)	B
2.	Availability of up-to-date library and information resources including those for independent study and research work	A
3.	Availability of infrastructure to ensure access to quality education to students with different opportunities and of different age, and to provide the development of social and educational component of the academic process	B
4.	The system of feedback on the satisfaction with conditions and organization of the study process should be in place	A
5.	Availability of accessible information about opportunities for student mobility and its support system	B

Analysis of the educational programmes' compliance with the standard:

The Institute is provided with substantial material and technical resources, which include study rooms (but the classrooms are too small and narrow for modern forms of teaching), a reading hall, lecture halls, a library. Wi-Fi access to the Internet is available at the Institute but not working in the affordable way. The connection speed does not always allow conducting actions, which require significant traffic consumption. The HEI uses corporative e-mail.

The developed electronic educational environment includes e-learning technologies – video lecturing, materials for independent work, e-library systems.

The University's library stock is over one million copies. Textbooks, teaching guides, monographs, collections of research articles, theses and synopses of theses are available for students and teachers.

The University has sufficient resources to make all the facilities available for physically impaired students but the experts suggest finding opportunities for more ergonomic arrangement of classrooms taking into account convenience and usability for the students, especially, for students with disabilities.

The Panel noticed that the building with its many steps is not convenient for disabled students. The Journalistic department is spread over different parts of the building, which makes changing rooms even more complicated not only for the disabled students.

The HEI also has data storage devices, which is necessary for free access to facilities and services, which include duplication of audible and visual information, signs and other text information with a contrast background.

The feed-back system includes the internal quality review of curricula and extra-curricula events, meetings with students, work of students' organizations. Meetings with the HEI's executive staff are conducted every semester. Every student has an opportunity to write a message to the Rector via the Institute's web-site.

The Department of Journalism has special boards with the information on academic mobility. The multi-stage tutoring system includes stages from the programme manager up to the Vice Rector for Academic and Educational Affairs.

Achievements:

1. Availability of own e-library system, use of modern informational technologies.

2. The educational programmes are provided with contemporary material and technical resources (equal conditions for physically impaired persons).

3. The well-developed system of feedback from stakeholders and informing on the possibilities of academic mobility.

Recommendations:

1. It is recommended to improve the e-booking system through the students' accounts.

2. It is advisable to provide all classrooms, not only half of them, with the necessary technical devices such as flatscreens for presentations and Wi Fi.

Availability of modern spacious study rooms and a free Wi-Fi access to the Internet is not sufficient for delivering a complete educational process.

3. It is advisable to extend the number of classrooms, the size of classrooms (to make modern teaching forms possible) and establish co-working zones for conducting group and individual work.

4. It is recommended to provide the Journalistic Department with a structural unit in the building. Yet classrooms and labs are spread over the building. Especially a Communications Department needs closeness to strengthen community and conversation. Furthermore physically disabled students would benefit.

5. It is recommended to improve partnership connections of the Departments with international HEIs and enhance academic mobility of students through their financial provision.

3.7 Standard 7. Collection, analysis and use of information for managing the educational institution

*Compliance with the standard: **Full compliance***

Table 7 - Criteria to Standard 7

№	Subject of Evaluation	Mark
1.	Availability and effectiveness of the system for collecting and monitoring information about the study programme	A
2.	Participation of students and staff of the educational institution in collecting and analyzing information for managing the study programme	B
3.	The educational institution should have in place a unified effective information system on the basis of modern information technologies for managing the study programme	A

Analysis of the educational programmes' compliance with the standard:

The collection, analysis and use of relevant information is carried out on the basis of an electronic document management systems:

- «InfoBelSU: Academic Process», «InfoBelSU «University», «InfoBelSU: Social and Educational Work», E-Learning System "Pegas",
- «InfoBelSU: Document Flow / Case», «Electronic Data Exchange: Document Management», «Anti-plagiarism.HEI», «MegaPro: Library»,
- The information system for monitoring the equipment use, Integrated Automated Control System of Belgorod State University; The system of planning and budgeting the financial and economic activities of the university.

The openness and availability of information about the activities of the University is ensured by means of the operation of the official website of Belgorod State University.

The main way to access the Internet resources is to connect corporate network users to the University's proxy server which allows users (employees, teachers, students) to access the Internet by means of corporate logins and passwords.

Achievements:

1. The University has a developed informational system, which makes it possible to conduct the monitoring of the information on the educational programme.

2. All the information on the programs is available on the University's website.

3. The University has the effective e-learning system "Pegasus", which is based on the modular dynamic learning environment "Moodle". It is designed to automate the management of the educational process, planning and implementation of educational technologies.

4. "MegaPro: Library" is an automated integrated library system designed for the comprehensive automation of library processes, management of information resources and organization of access to them on the basis of web technologies.

Recommendations:

1. It is advisable to improve the system of collecting and analyzing information on the educational programme in order to get feedback from the stakeholders.

2. It is recommended to promote activity of the students' associations in the field of managing the educational programme (for example, setting up a students' committee for educational quality).

3. It is advisable to inform students on the significance of the feedback in order to manage the programme.

4. It is recommended to develop an app supporting the e-learning system „Pegasus" to enable easy access on mobile devices.

5. It is recommended to conduct comparative analyses of the programmes' achievements with similar programmes of foreign HEIs.

3.8 Standard 8. Public information

*Compliance with the standard: **Substantial compliance***

Table 8 - Criteria to Standard 8

№	Subject of Evaluation	Mark
1.	Effective use of the official website of the study programme for its quality enhancement	A
2.	Publication of complete and accurate information on the study programme and its achievements on the official website of the educational institution and mass media	B
3.	Publication of objective data on the employability of graduates	A
4.	Integration in the environment, interaction of the educational institution with different professional associations and other organization including those from abroad	B

Analysis of the educational programmes' compliance with the standard:

All information on the programmes of the cluster under accreditation is available on the official website of the University and the website of Journalism Faculty of the Institute of Social Sciences and Mass Communications and in the journalism group VKontakte (vk.com/beljourfak). The sources allow one to get an adequate idea of the structure and content of the bachelor's degree programs as well as the opportunities for students to continue their studies on the Master's degree program and postgraduate training program.

The Departments' information activity is aimed at coordinating and covering their work by mass-media sources and creating a favorable image. The main assessment methods are surveys, conversations, interviews, analyses of media publications, reports, reviews, public meetings, presentations, consideration of opinions of state and public authorities and other.

The University created and is continuously developing corporate information resources: newspaper "Vesti BelSU" (registered as a regional informational and educational newspaper) and its supplement "NotaBene", the student newspaper posted on the website (the website of Journalism Faculty of the Institute of Social Sciences and Mass Media www.bsu.edu.ru, students' media-holding, which includes student radio "BELiy Gus" (internal broadcasting), television "Your University Television", internal broadcasting, at belgy.pф website and the University's YouTube channel).

The web-resource "Rector" includes the sections "Blog" and "Ask the Rector". Every month the Rector answers dozens questions, makes blog entries and answers comments.

According to the experts of the journal "Accreditation in Education" and "Interfax" news agency the University's Office of Public Relations and Media is the winner of the competition "University Press Office 2018". Over 400 HEIs took part in the competition. The University took the 2nd place in the nomination "Infolider".

The National Research University "BelSU" is awarded a PR-factor 8. The Rector of the University, Doctor of Political Sciences, Professor O.N. Polukhin entered the TOP 50 of media active Rectors of the Russian Federation.

Information on the achievements of the teachers and students of the programme cluster is broadcasted by the city television channel "Belgorod-24", the National State Television and Radio Broadcasting Company (VGTRK), its branch in Belgorod (GTRK "Belgorod") and other regional media.

All the information on the programmes of the cluster is available on the official website of the University and the website of Journalism Faculty of the Institute of Social Sciences and Mass Communications (journ.bsu.edu.ru) and in the journalism group VKontakte vk.com/beljourfak.

The National Research University "BelSU" has a Center for Professional Careers that promotes employment, vocational guidance and social adaptation of students and graduates. The official website includes a specialized "Employment" section.

The University Association of Graduates conducts work in the area of promoting the University's students' employability with the help of the graduates.

The evaluation of the graduates' employability is reported in the monitoring, which is conducted by the Ministry of Science and Higher Education together with the Pension Fund of Russia.

BelGU cooperates with various professional associations and other national and international organizations. The University also concluded agreements with a number of leading regional companies on conducting internships.

Achievements:

1. Effective use of social networks (VKontakte, Instagram, YouTube) for keeping the community informed on the contents and implementation of the programmes;
2. Availability of the website for visually impaired persons (individual selection of colors);
3. Availability of complete and up-to-date information on the activities of the University, expected learning outcomes, awarded qualifications, teaching, evaluation procedures, passing grades and training opportunities provided to students;
4. According to the information provided by the Centre for Professional Careers the share of employed graduates in 2018 was 97%.

Recommendations:

1. It is recommended to verify information of Russian and English versions of the University's website (the versions are different) and rebuild the website in a modern, contemporary way, in order to make it available, open, attractive for Russian and foreign users.
2. It is advisable to post information on the Institute's departments in a separate page in the section "For applicants" for a quick link from the section "Areas of training".
3. It is recommended to publish information on the University's dormitories in the section "For applicants".
4. It is advisable to post information on the passing grades and make it available and comfortable for searching.

5. It is recommended to supply the Journalistic Department with an own subdomain, introducing the teaching staff-members (who teaches which subjects), showing achievements of the teaching staff, remarkable alumni, research activities and highlights of public interest in an attractive, well structured manner. Students should demonstrate their learning outcomes in videos, podcasts and texts on the site.

6. It is advisable to develop cooperation with various professional associations and other organizations, specifically foreign organizations, which work in the sphere of mass communication.

3.9 Standard 9. On-going monitoring and periodic review of programmes

*Compliance with the standard: **Full compliance***

Table 9 – Criteria to Standard 9

№	Subject of Evaluation	Mark
1.	Documented procedures of monitoring and periodic review of study programmes should be in place	A
2.	Availability of a feedback mechanism for students, employers, branch ministries and departments (key stakeholders in employment) in the process of monitoring and periodic review of a study programme	B
3.	Effectiveness of procedures for monitoring and periodic review of a study programme (enhancement of programmes)	A

Analysis of the educational programmes' compliance with the standard:

The procedure for monitoring, periodical evaluation and revision of the programs submitted for accreditation is determined in the University Regulation on the degree program (approved on May 26, 2014 as amended (approved on March 25, 2019); the Regulation on basic vocational degree program (approved on January 28, 2019); the Regulation on the development and quality control of the content of degree programs (approved on December 22, 2015).

Students, representatives of employers, key partners are involved in the process of evaluation of the programmes.

The set of documents, which are included in the programmes, is updated with the account of the development of science, technology, culture, economics, technology and the social sphere; changes in legislation, Federal State Educational Standards of Higher Education or other regulatory documents, which include the University's regulations; requests of the programmes' students and their parents; publishing new textbooks, study guides and other methodological materials; acquiring new equipment; development of new teaching methods and student knowledge assessment and other.

The update of the programmes and their components is carried out systematically (in terms of the structure of subjects (modules) determined by

the University in the degree course scheme and (or) the content of the working programs of subjects (modules), work placement and practical training programs, teaching materials that ensure implementation of educational technology). The information on the updates is published in the automated system "InfoBelSU: Educational Process".

The monitoring of consumer satisfaction with educational services is a mechanism of feedback from students and employers in the process of monitoring and periodic evaluation of the educational programs based on the documented procedure and an information map of the process "Monitoring, Measurement, Analysis and Evaluation" (dated October 02, 2017).

The general evaluation of the process and educational services is carried out according to the Matrix for assessing the degree of QMS implementation of the degree program (approved on December 22, 2017) on a 5-point scale basis. The evaluation criteria are program goals, consumers, processes, evaluation of the program and training outcomes, program improvement trends and the program quality management system.

Achievements:

1. Availability of determined procedures of monitoring, periodic evaluation and review of the programmes.

2. A steady trend of annual monitoring of consumer satisfaction with educational services and collection of information on feedback from the stakeholders, which indicates positive dynamics of the provided educational services.

3. Open access, with the help of the automated system "InfoBelSU: Educational Process", to information on the training programs and their components (working programs of subjects, programs of practices and research work, state summative assessment, etc.).

4. Availability of documents, which determine procedures for monitoring the effectiveness of the degree programs.

Recommendations:

1. It is recommended to use the latest achievements of science in the process of reviewing programmes and ensuring relevancy of the academic discipline.

2. It is advisable to improve feedback from students, employers, relevant ministries and departments (key employment partners) in the process of monitoring and periodic evaluation of the educational programme.

3.10 Standard 10. Cyclical external quality assurance of study programmes

Compliance with the standard: **Full compliance**

Table 10 - Criteria to Standard 10

№	Subject of Evaluation	Mark
1.	Periodic review of a study programme	A
2.	Availability of a corrective actions programme to follow up the results of external evaluation of study programmes	A
3.	Consideration of the results of previous procedures of external evaluation when conducting subsequent external procedures	A

Analysis of the educational programmes' compliance with the standard:

In accordance with the Federal Law of December 29, 2012 No. 273-FZ "On Education in the Russian Federation" the procedure for external quality assurance of the programmes under accreditation within the reporting period was carried out as a part of the Federal state control and independent evaluation. The National Research University "BelSU" takes an active position in participating in independent external assessment procedures. It participated in professional and public accreditation of the programme clusters of "Biology" and "Pedagogical Education" in 2018 (<https://www.bsu.edu.ru/upload/iblock/513/bio+ped.pdf>).

The annual monitoring of the effectiveness of the National Research University "BelSU" in general, and the Institute of Social Sciences and Mass Communications in the evaluated programme cluster, in particular, which is carried out in the form of a self-examination report for the last academic year (approved by the academic council of the Institute of Public Sciences and Mass Communications on September 18, 2019, Minutes No. 2) is the evidence of successful external quality assurance procedures for the programmes under accreditation.

The University conducts the monitoring of effectiveness of educational institutions of higher education in accordance with the order of the Ministry of Education and Science of the Russian Federation dated March 22, 2018 No. 204 on the annual basis.

The results of the previous external evaluation procedures are annually examined and analyzed by the management with the help of the quality management system, according to the agreed criteria. Such results are compared with the results of other HEIs.

The University continuously analyzes the national ranking of Universities and specialties conducted by the Federal Agency for Education. Such analysis provides the possibility to compare the University with the best achievements of other Universities of the Russian Federation.

Achievements:

1. Regular participation in external quality assurance procedures in various forms (state accreditation, performance monitoring, external review of the quality management system and other) at the levels of the University, Institute, programmes.

2. Availability of the opportunity to publish the results of the external review of the programmes on the University's official website.

Recommendations:

1. It is recommended to develop internal processes of quality assurance taking into account the results and data of preceding external review procedures.

2. It is recommended to keep the public informed on the quality of implementing the educational programmes in the University and the Institute.

4. RECOMMENDATIONS FOR IMPROVEMENT

Thus, based on the analyses of the presented documents, meetings and interviews, conducted during the site-visit, with the purpose of enhancing the quality of implementing the educational programmes under accreditation the Review Panel recommends that:

1. It is recommended, that the journalistic education should be clearly based on the concept of critical journalism, that enables and supports public discourse and emphasizes on public interaction with authorities and between different social groups.

2. It is recommended to design the strategy of development of international contacts, determine the priority countries and spheres of cooperation; to support tight connections with the leading HEIs in order to internationalize the educational process.

3. It is recommended to enhance developing new programmes which take in consideration modern forms of journalism and public relations. As there are for example: social media management, content management, data journalism, video journalism, podcasts and any form of crossmedia.

4. It is advisable to pay attention to developing students' critical thinking, active outlook, civic position of a journalist as a fundamental guideline of the programme.

5. It is advisable to involve employers as guests on a regular basis to give inspiration and input in designing and evaluating the content of the educational programmes and to develop joint-projects.

6. It is recommended to improve the the web-site of the University/Faculty and provide an equivalent english version in order to make it more attractive for russian as well as foreign users, for example, showing portrayals of the teaching staff-members, remarkable alumni, research activities and highlights of public interest in an attractive, well structured manner. Students should demonstrate their learning outcomes in videos, podcasts and texts on the site.

7. It is advisable to promote cooperation with the HEIs, professional associations and other national and international organizations, especially, in the sphere of mass communication.

8. It is advisable to design specific mechanisms for promoting personal development of the teaching staff with the help of international programmes of internship and various projects. It is advisable to increase the number of students and teachers involved in mobility programmes by way of financial support and Erasmus programmes.

9. It is recommended to improve the documented system, which is targeted at personalization of educational paths for different categories of students.

10. It is recommended to expand the "geography" of admission of Russian students and students from Europe and Asia.

11. It is advisable to encourage teachers and students to learn foreign languages with the aim of more active participation in joint educational projects, internships and exchange programmes.

12. It is recommended to improve publishing activity in top-rated journals, which are indexed in scientometrical databases (Scopus, WoS).

13. It is recommended to conduct marketing research for the purpose of designing joint educational programmes and international projects.

14. It is advisable to provide all classrooms with the necessary technical devices such as flatscreens for presentations and most of all Wi Fi.

15. It is advisable to extend the number of classrooms, the size of classrooms (to make modern teaching forms possible) and establish co-working zones for conducting group and individual work.

16. It is recommended to provide the Journalistic Department with a structural unit in the building. Especially a Communications Department needs closeness to strengthen community and conversation. Furthermore physically disabled students would benefit.

17. It is advisable to improve the system of collecting and analyzing information on the educational programmes in order to get feedback from the stakeholders (students, employers, relevant ministries and departments).

18. It is recommended to promote activity of the students' associations in the field of managing the educational programme (for example, setting up a students' committee for educational quality on the faculty level).

19. It is recommended to conduct a comparative analysis of the programmes' achievements with similar programmes of foreign HEIs.

5. CONCLUSION

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the cluster of educational programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02) **substantially** complies with the standards and criteria of public accreditation of the National Centre for Public Accreditation.

The Panel recommends that the National Accreditation Board accredit the cluster of educational programmes in "Advertising and Public Relations" (42.03.01), "Journalism" (42.03.02, 42.04.02), delivered by the Federal State Autonomous Educational Institution of Higher Education "Belgorod State National Research University", for the period of **6** years.

ANNEX A

SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Time	Activity	Participants	Venue
December 3, Tuesday			
8.30	Transfer from the hotel (30, Nikolaia Chumichova Str.) to the University		
09.00 – 11.00	First meeting of the External Review Panel		Room 2-22 (15 Building), Centre of Civic and National Education: 85, Pobedy Str.
11.00 – 12.00	Meeting of the ERP with the University administration and people responsible for accreditation	Rector, Vice-Rectors, people responsible for accreditation, ERP	Room 2-22 (15 Building), Centre of Civic and National Education: 85, Pobedy Str.
12.00 – 13.00	Tour of the University (visiting classrooms, library, History Museum, etc.)	ERP	85, Pobedy Str.
13.00 – 14.00	Lunch		Dining Room
14.00 – 14.30	Internal meeting of the Panel	ERP	2.34a (17 Building)
14.30 – 15.30	Meeting with Institute Director/Deans	Institute Director, Deputy Directors, Dean of the Faculty, ERP	2.19 (17 Building)
15.30 – 16.00	Work with documents	ERP	2.34a (17 Building)
16.00 – 17.00	Meeting with Heads of Departments	Heads of Departments, ERP	2.19 (17 Building)
17.00 – 17.30	Internal meeting of the Panel	ERP	2.34a (17 Building)
17.30 – 18.30	Meeting with graduates	Graduates, ERP	2.19 (17 Building)
18.30 – 18.45	Internal meeting of the Panel	ERP	2.34a (17 Building)

Time	Activity	Participants	Venue
December 4, Wednesday			
9.30	Transfer from the hotel (30, Nikolaia Chumichova Str.) to the University		
10.00 – 11.00	Meeting with teachers	Teachers, ERP	2.19 (17 Building)
11.00 – 11.30	Internal meeting of the Panel	ERP	2.34a (17 Building)
11.30 – 12.30	Meeting with students	Students, ERP	2.19 (17 Building)
12.30 – 13.00	Internal meeting of the Panel	ERP	2.34a (17 Building)
13.00 – 14.00	Lunch		Dining Room
14.00 – 16.30	Work with documents / attending classes (optional)	ERP	2.34a (17 Building)
16.30 – 17.30	Meeting with representatives of professional community	Employers, ERP	2.19 (17 Building)
17.30 – 18.00	Internal meeting of the Panel	ERP	2.34a (17 Building)
December 5, Thursday			
8.45	Transfer from the hotel (30, Nikolaia Chumichova Str.) to the University		
09.00 – 12.00	Internal meeting of the Panel: discussion of preliminary results of the site visit, preparation of the oral report of the panel	ERP	2.34a (17 Building)
12.00 – 13.00	Closing meeting of the External Review Panel with the representatives of the University	ERP, Institute administration, Heads of Departments, teachers, students	Room 2-22 (15 Building), Centre of Civic and National Education: 85, Pobedy Str.
13.30 – 14.00	Lunch		
	Departure		

ANNEX B

PARTICIPANTS OF THE MEETINGS

The HEI's executive staff in charge of the accreditation

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ANNEX C

THE SCALE OF ASSESSMENT PARAMETERS OF A STUDY PROGRAMME

№	Standards	Marks			
		Full compliance	Substantial compliance	Partial compliance)	Incompliance
1.	Policy (goals, development strategy) and quality assurance procedures of a study programme	*			
2.	Design and approval of programmes		*		
3.	Student-centred learning, teaching and assessment	*			
4.	Student admission, support of academic achievements and graduation	*			
5.	Teaching staff	*			
6.	Learning resources and student support		*		
7.	Collection, analysis and use of information for managing the study programme	*			
8.	Public information		*		
9.	On-going monitoring and periodic review of programmes	*			
10.	Cyclical external quality assurance of study programmes	*			