

PREFACE

This Regulation has been developed by the Center for Artificial Intelligence and Digital Development of «ATU» JSC.

This Regulations are approved by the Rector with a personal signature on the title page and come into effect from the date of signing.

This Regulation is mandatory for teachers and employees of JSC «ATU».

This Regulation has been developed in accordance with DP ATU-Q&AD-DP-7.5-2023-02.

The director of the CAIDD, not exceeding 3 years, in accordance with DP ATU-Q&AD-DP-7.5-2023-02, carries out periodic review of this provision.

Changes to this Regulation are developed based on the results of its application or when the requirements specified in paragraph 4 of this Regulation change.

Consider the «Regulations on the competition for the best electronic course» ATU-CIET-RP-7.5.1-2022-01, approved on August 23, 2022, to be invalid.

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1 NAME OF THE DOCUMENT

1.1 Regulations on the competition for the best massive open online course ATU-CAIDD-RP-7.5.1-2025-01.

2 DEVELOPER

2.1 Center for Artificial Intelligence and Digital Development JSC «ATU».

3 PURPOSE OF DEVELOPING THE DOCUMENT

3.1 Improving the methodological quality of teaching and individualizing the learning process through the implementation of adaptive approaches to organizing instruction, as well as active and interactive teaching methods.

3.2 Improving the level of proficiency of teaching staff in information and communication technologies (ICT).

3.3 Supporting faculty members of JSC «ATU» who actively use innovative, digital, and distance learning technologies, including communication tools for all participants in the educational process.

3.4 Enhancing the creative potential of faculty members and improving mechanisms for assessing and incentivizing activities related to the development and application of MOOCs.

3.5 Disseminating best practices in the use of digital technologies as a means of improving the quality of education.

4 NORMATIVE REFERENCES

4.1 IS ISO 9001:2015 «Quality management system. Requirements»;

4.2 IS ISO 9000:2015 «Quality management system. Fundamentals and vocabulary»;

4.3 IS ISO 37001:2016 «Anti-corruption management system»;

4.4 ISO 27001:2022 «Information security, cybersecurity and personal data protection – Information security management systems – Requirements»;

4.5 Concepts for the development of artificial intelligence for 2024–2029 Resolution of the Government of the Republic of Kazakhstan №592 dated July 24, 2024;

4.6 Inter-university standard for the application of artificial intelligence in higher and postgraduate education;

4.7 UNESCO. AI and Education: Guidance for Policy-makers. Paris: UNESCO, 2021;

4.8 Law of the Republic of Kazakhstan «On Education» № 319-III dated July 27, 2007 (with changes and additions as of 16.09.2025);

4.9 Labor Code of the Republic of Kazakhstan dated November 23, 2015 № 414-V (with changes and additions as of 16.09.2025);

4.10 Law of the Republic of Kazakhstan dated November 18, 2015 № 410-V «On Combating Corruption» (with changes and additions as of 31.08.2025);

4.11 Order of the Minister of Education and Science of the Republic of Kazakhstan dated March 20, 2015 № 137 «On approval of requirements for educational organizations to provide distance learning and rules for organizing the educational process for distance learning and in the form of online learning in educational programs of higher and (or) postgraduate education» (with changes and additions as of 21.05.2024);

4.12 Methodological recommendations on the use and inclusion in educational programs of organizations of higher and (or) postgraduate education of mass open online courses developed by the Ministry of Science and Higher Education of the Republic of Kazakhstan;

4.13 Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 № 2 «On approval of State mandatory standards of higher and postgraduate education» (registered in the Register of State Registration of Normative Legal Acts under № 28916);

4.14 Order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 № 152 «On approval of the Rules for the organization of the educational process on credit technology

of education» (registered in the Register of State Registration of Normative Legal Acts under № 6976) (with changes and additions as of 26.03.2025);

4.15 Joint Order № 544 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated October 24, 2023 and № 322 of the Minister of Education of the Republic of Kazakhstan dated October 24, 2023. Registered with the Ministry of Justice of the Republic of Kazakhstan on October 27, 2023 № 33580 «On Approval of the Rules for the Recognition of Learning Outcomes Obtained through non-formal Education, as well as the results of recognition of professional qualifications»;

4.16 The Law of the Republic of Kazakhstan dated April 6, 2016 № 480-V LRK «On legal acts» (with changes and additions as of 31.08.2025);

4.17 Quality Policy, approved by Resolution of the Board of Directors № 12 dated September 25, 2023;

4.18 Anti-corruption policy of JSC «ATU» dated 26.01.2022;

4.19 ATU-QaAD-DP-5.2-2022-06 Information Security Policy;

4.20 Documented procedure «Documented information» ATU-QAD-DP-7.5-2023-02;

4.21 Rules for documenting and document management» ATU-O-RP-7.5.1-2024-01;

4.22 Documented procedure «Risk Management» ATU-QAD-DP-6.1-2024-10;

4.23 Charter of «Almaty Technological University» JSC;

4.24 Internal labor regulations ATU-HRD-DP-7.1.2-2022-01-02;

4.25 Orders and instructions of the rector;

4.26 DP ACMS «Assessment of corruption risks» ATU-QAD-DP-4.5-2025-05;

4.27 The concept of adapting the system of higher and postgraduate education to the digital generation from 30.09.2019;

4.28 Guide to standards for internal quality assurance of higher and postgraduate education ATU-QaAD-G-5.3-2024-29.

5 TERMS AND DEFINITIONS

Term	Definition
Anti-corruption management system	International standard ISO 37001:2016
Blended learning	A form of education in which teaching is conducted both in the traditional face-to-face format and using distance learning technologies.
Corruption risk	The possibility of causes and conditions arising that contribute to the commission of corruption offenses.
Certificate	A document confirming successful completion of a massive open online course.
Documented information	Information that an organization must manage and maintain, and the medium on which it is stored.
Distance education	A system in which the educational process is carried out using distance learning technologies to achieve and confirm certain results for students.
Ethics and safety in the use of artificial intelligence	A set of principles and standards aimed at ensuring transparency, accountability, non-discrimination, and the protection of the rights of students and staff when using AI in education.

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Expertise	Comprehensive assessment of the content and methodological-technological components of the course.
Innovative technologies	Sets of methods and tools that ensure the implementation and introduction of innovations in educational and scientific processes.
Information resources	Formalized ideas, knowledge, data, methods, and means of accumulating, storing, and exchanging them between sources and consumers of information.
Learning analytics	The process of collecting, analyzing, and interpreting data about students and the educational environment in order to improve the quality of education and support decision-making.
Learning outcomes	The assessed level of knowledge, abilities, and skills acquired and demonstrated by students in completing the educational program, as well as the values and attitudes they have developed.
Listener	An individual who studies the material of a massive open online course.
Massive Open Online Course (MOOC)	An educational course with massive interactive participation and open access via the Internet, implemented using e-learning technologies.
Quality management system	The part of the management system focused on quality.
Students	Individuals enrolled in bachelor's, master's, and doctoral programs.
Structural subdivision	An organizationally distinct part of a legal entity and its employees who perform their established duties and are responsible for carrying out their assigned functions.
Specialization	A series of courses designed to help you master a specific skill.

6 ABBREVIATIONS AND SYMBOLS USED

REDUCTION	FULL NAME
«ATU» JSC	«Almaty Technological University» Joint Stock Company
ATU-QAD-DP-7.5-2023-02	Documented procedure «Documented information»
ATU-DLS&AC-DP-4.5-2025-05	Documented procedure «Assessment of corruption risks» of the Joint Stock Company «Almaty Technological University»
ATU-QAD-DP-6.1-2024-10	Documented procedure «Risk Management»
ATU-QAD-DP-5.2-2022-06	Documented procedure «Information security policy»
ATU-O-RP-7.5.1-2024-01	Documentation and Documentation Management Rules
ATU-HRD-DP-7.1.2-2022-01-02	Internal labor regulations
ATU-QaAD-G-5.3-2024-29	Guide to standards for internal quality assurance of higher and postgraduate education
ACMS	Anti-Corruption Management System
AITDD	Artificial Intelligence Technology Development Department

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CAIDD	Center for Artificial Intelligence and Digital Development
CC	Competence Center
DL	Distance learning
DP	Documented procedure
DEQM	Department of Education Quality Management
DPM	Department Personnel Management
DDD	Digital Development Department
DER	Digital educational resource
DLSaAC	Department of Legal Support and Anti-Corruption
EMM	Educational and methodological management
ISO	International Organization for Standardization
ISMS	Information Security Management System
ME&S RK	Ministry of Science and Higher Education of the Republic of Kazakhstan
MOOC	Massive open online courses
MA	Methodological advice
PSU	Regulations on the structural unit
QMS	Quality Management System
QAD	Quality and Accreditation Department
RK	The Republic of Kazakhstan
SS	Structural subdivision
SSC	Student Support Center
This regulation	«Regulations on the competition for the best massive open online course» ATU-CAIDD-RP-7.5.1-2025-01
Teaching staff	Teaching staff

7 GENERAL PROVISIONS

7.1 The competition is held among the teaching staff of JSC «ATU» and is aimed at encouraging faculty members to ensure high-quality digital support of the educational process at JSC «ATU» within the implementation of higher education programs, as well as at enhancing the level of professionalism in the use of distance learning in the educational process.

8 PARTICIPANTS OF THE COMPETITION

8.1 Employees from among the teaching staff of JSC «ATU» who are authors of one or more MOOCs may participate in the Competition.

8.2 MOOCs may be submitted in kazakh, russian, or english.

9 PROCEDURE FOR CONDUCTING THE COMPETITION

9.1 The Competition is held once a year, based on the results of the autumn or spring semester.

9.2 The timeline of the Competition and the composition of the Competition Commission are determined by an order of the Rector. Information about the Competition is published on the websites of JSC «ATU» <https://atu.edu.kz/> and the CAIDD <https://skills.atu.kz/course/view.php?id=27> in the News section no later than 10 working days prior to the start of the application period.

9.3 Applications for participation in the Competition are accepted by the DDD.

9.4 The Chairperson of the Competition Commission has the right to request documented information required for conducting the Competition from the EMM, the CAIDD, and academic divisions of JSC «ATU».

9.5 The Competition is conducted in three stages:

9.5.1 At the first stage, the department reviews the MOOCs submitted by the teaching staff of the department for the Competition. Up to three MOOCs selected based on the voting results are submitted by the department to the Faculty Expert Commission. An extract from the minutes of the department meeting containing a reasoned decision is attached to the submitted MOOCs.

9.5.2 At the second stage, the Faculty Expert Commission, established by an order of the Dean, selects and submits two best MOOCs to the Competition Commission of JSC «ATU». An extract from the minutes of the meeting of the Faculty Expert Commission containing a reasoned decision is attached to the submitted MOOCs.

9.5.3 At the third and final stage, the Competition Commission, approved by an order of the Rector, analyzes applications for participation in the Competition in terms of the completeness and correctness of the submitted documentation, evaluates the quality and effectiveness of the use of MOOCs submitted to the Competition, and determines the winners of the Competition among the teaching staff of JSC «ATU» in accordance with the established criteria.

9.6 A competition participant completes the Application via a Google Form administered by the DDD using the link posted on the website of the Center for Artificial Intelligence and Digital Development in the section <https://skills.atu.kz/course/view.php?id=27#section-14>

9.7 To participate in the Competition, course authors submit a Cover Letter in the form **F.CAIDD-7.5.1-2025-01-01** to the Department Competition Commission.

9.8 MOOCs selected based on the voting results, together with Cover Letters in the form **F.CAIDD-7.5.1-2025-01-01** from the authors and an extract from the minutes of the department meeting containing a reasoned decision, are forwarded to the faculty for advancement to the next stage.

9.9 Competition applications submitted in violation of the established formatting requirements, as well as those received after the submission deadline set by the Rector's order, are not accepted for consideration. Submitted competition applications are not returned to the applicants.

9.10 MOOCs that were previously submitted to the Competition may not be resubmitted if their author(s) were winners or prize recipients of the Competition.

9.11 Applicants may be disqualified from participation in the Competition if facts of providing inaccurate documented information are identified.

9.12 The results of the Competition are formalized in a protocol.

10 REQUIREMENTS FOR MOOCs

10.1 The MOOC must be piloted and demonstrate learning outcomes from at least two cohorts of learners/participants.

10.2 The MOOC must include the full name(s) of the developer(s), the course title, and a brief annotation.

10.3 Text blocks must be readable; images and audio must be clear, free of interference, and of good quality.

10.4 The course must obligatorily include a syllabus, a promotional video, a glossary, and a forum or chat.

10.5 The results of assessing the level of mastery of the MOOC or its individual modules must be recorded.

10.6 The content of the MOOC must be original, comply with the basic rules and ethics of academic citation, be up to date, and not contradict the legislation of the Republic of Kazakhstan.

10.7 An indicative format of the content and structure is provided in form **F.CAIDD-7.5.1-2025-01-02**.

11 ASSESSMENT CRITERIA

11.1 Justification of the novelty and relevance of the MOOC, the possibility of delivering the course in two or three languages, and its practice-oriented focus.

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11.2 Availability of groundwork related to the subject of the competition application (a piloted course within the educational process at the faculty or in a research laboratory, availability of digital teaching and methodological materials).

11.3 Availability of experience of the author(s) in participating in similar projects (e.g., MOOC development, recording video lectures including webinars, development of modules/topics for online courses).

11.4 Presentation of logically and consistently structured content.

11.5 Use of a variety of knowledge assessment methods (test assignments; problem sets consisting of tasks with automated answer checking; peer-assessed tasks; tasks with process monitoring; collaboratively completed tasks with automated checking; collaboratively completed tasks with peer assessment, etc.).

11.6 Media richness of the content (video, animation, change of scenery, etc.).

11.7 Combination of various learning tools (video lectures, text, assignments, tests), clear formulation of tasks, and adaptability to the online format (automated assessment).

12 SUMMING UP THE RESULTS AND AWARDING THE WINNERS OF THE COMPETITION

12.1 The winners of the Competition are determined by the Competition Commission of JSC «ATU».

12.2 The Competition Commission determines the winners based on a rating score formed from the experts' ratings in accordance with the Evaluation Sheet **F.CAIDD-7.5.1-2025-01-03**.

12.3 The Competition participant who scores the highest number of points is recognized as the winner.

12.4 Information on the results of the Competition, including details of the time and venue of the award ceremony, is published on the websites of JSC «ATU» and the Center for Artificial Intelligence and Digital Development.

12.5 The winners of the Competition are awarded certificates or monetary prizes.

12.6 Based on the results of the Competition, financial incentives for prize recipients and nominees are предусмотрены, the amount of which is determined by an order of the Rector of JSC «ATU».

13 RESPONSIBILITIES AND AUTHORITIES

Division	Authority
First vice-rector	<ul style="list-style-type: none">• coordination of activities within the framework of these Regulations;• approval of the composition of the Expert Commission and the timeline of the Competition by stages.
Director of CAIDD	<ul style="list-style-type: none">• updating these Regulations;• registration of controlled copies, informing interested parties and structural units, and archiving documented information of the CAIDD quality management system;• organization and coordination of activities for the implementation of specific stages of the Competition;• verification of compliance of the Competition's documented information with the approved forms;• consulting interested parties on matters related to the Competition;• acceptance of applications for participation in the Competition using the following forms: F.CAIDD-7.5.1-2025-01-01; F.CAIDD-7.5.1-2025-01-02; F.CAIDD-7.5.1-2025-01-03.
Chairperson of the competition commission	<ul style="list-style-type: none">• ensuring the use of only the updated version of these Regulations;• organizing the work of the Competition Commission;• summarizing the results of the Competition and formalizing the protocol;• submitting the results of the Competition to the Rector of JSC «ATU» for awarding the winners.
Deans of faculties	<ul style="list-style-type: none">• ensuring the use of only the updated version of these Regulations;

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	<ul style="list-style-type: none"> organizing the dissemination of information about the MOOC Competition to heads of departments and the teaching staff of the faculty; appointing and monitoring compliance with deadlines for submission of competition documents by departments; approving the composition and organizing the work of the Faculty Expert Commission within the established timeframes by an order of the Rector; timely submission of an extract from the minutes of the meeting of the Faculty Expert Commission and the documents of the winners of the second stage of the Competition to the Competition Commission of JSC «ATU».
Heads of departments	<ul style="list-style-type: none"> ensuring the use of only the updated version of these Regulations; informing the teaching staff of the department about the MOOC Competition; organizing the timely submission of competition documents by the teaching staff of the department and determining the winners of the first stage of the Competition; timely submission of an extract from the minutes of the department meeting and the documents of the winners of the first stage of the Competition to the Faculty Expert Commission.
Teaching staff	<ul style="list-style-type: none"> ensuring the use of only the updated version of these Regulations; complying with the requirements of these Regulations; submitting documents to the Center for Artificial Intelligence and Digital Development using the following forms: F.CAIDD-7.5.1-2025-01-01; F.CAIDD-7.5.1-2025-01-02; F.CAIDD-7.5.1-2025-01-03 within the established deadlines; not using MOOC materials that violate the intellectual property rights of others and ensuring compliance with copyright laws.

14 RISKS ASSOCIATED WITH THE PROCESS AND RISK PREVENTION MEASURES

14.1 risks associated with:	14.2 risk prevention measures:
<ul style="list-style-type: none"> inadequate communication and poorly functioning channels of internal and external exchange of documented information; violation of deadlines for submission of documented information; non-compliance of the submitted information with established requirements; corrupt interests of members of the Competition Commission. 	<ul style="list-style-type: none"> timely distribution, ensuring access for interested parties, change control, confidentiality, and publication of only electronic versions of approved documented information in PDF format on the website and information boards; publication of information about the Competition on the websites of JSC «ATU» https://atu.edu.kz/ and the Center for Artificial Intelligence and Digital Development https://skills.atu.kz/course/view.php?id=27 in the News section no later than 10 working days prior to the start of the application period; verification by heads of structural units and commissions of competition documents for compliance with the requirements set out in these Regulations; strict compliance with the anti-corruption policy of JSC «ATU».

15 CONFIDENTIALITY

15.1 This Regulation is an internal regulatory document of JSC «ATU» and is not subject to

presentation to other parties, except for experts of certification bodies during certification audit, consumers-partners with the permission of the Rector of JSC «ATU».

16 FINAL PART

16.1 The decision to amend, supplement and cancel these Regulations shall be made by the Rector of JSC «ATU».

APPENDICES

F.CAIDD-7.5.1-2025-01-01

COVER LETTER

1. Faculty:
2. Department:
3. Course Title:
4. Author(s) Information:
5. Brief Course Description:
6. Course Access Link:

Note: It is necessary to attach an Act of Implementation into the educational process and a certificate issued by the CAIDD confirming the placement of the MOOC on the educational platform.

«____» _____ 20__ г.

Head of Department (abbreviation) _____ Full Name

MOOC Author / Developer _____ Full Name

MOOC FORMAT

1. General Course Description shall include:

- Course title;
- Number of weeks of study;
- Course authors (position, academic degree, academic title, full name, author's photo with the JSC «ATU» logo);
- Brief course annotation (main course content in 1–2 sentences, up to 300 characters);
- Full course description (description of the knowledge, skills, and competencies acquired by learners upon completion of the course);
- Main course illustration;
- Promotional video (demonstration of materials reflecting the most engaging and visually appealing elements of the course, up to 3 minutes in duration).

2. Technical Requirements:

- Video lectures with a duration of no more than 15 minutes;
- Testing and assessment materials should include an algorithm for calculating the final grade for the e-course, and each part (week) should end with an assessment element;
- Text materials are mandatory in addition to video lectures;
- Video materials: MP4 container, H.264 codec, resolution not lower than 1280×720, aspect ratio 16:9, full screen usage without non-working areas;
- Audio: codecs AAC, AC3, OGG, MP3;
- The audio track must be in true stereo mode, with the instructor's voice localized strictly between the left and right channels.

3. Structural Requirements:

In addition to the main content materials, the following should be considered when developing a MOOC:

- The promotional video must demonstrate materials reflecting the most engaging and visually appealing elements of the course;
- The course format description must include a weekly workload with a description of the structure and sequence of course completion, aligned with planned activities and assessment forms, as well as a description of learning technologies and outcomes;
- Each section must include at least one component that ensures interaction among learners (learning process moderation, chats, and forums);
- Mandatory use of audio and video materials; active use of photographic, illustrated, animated materials, pictograms, and infographics is recommended;
- Use of digital educational resources;
- Citation (video, audio, graphics, text) is permitted solely for the purpose of revealing the author's creative intent or as illustration, and must not exceed 5% of the total course volume;
- When working with external resources embedded in the course, learners must not see any third-party information unrelated to the planned learning outcomes.

EVALUATION SHEET

EVALUATION SHEET

Competition «Best Massive Open Online Course of JSC «ATU» – 20__»

№	MOOC title	Course author	Course link	Completeness of MOOC materials upload	Availability and quality of text materials	Availability and quality of video lectures	Availability and quality of digital educational resources	Use of feedback received from learners	Availability and quality of test assignments	Overall impression (several lines may be provided)	Total score across all criteria
				1	2	3	4	5	6	7	8
1											
2											
3											
4											
5											
6											
7											
8											

Expert's Full Name _____
signature

«____» _____ 20__

Note: MOOCs are evaluated according to the criteria on a scale from 1 to 10

1 — very poor

10 — excellent.

