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В настоящем сборнике представлены материалы международной учебно-методической конференции, в которых дается оценка современного состояния и основных тенденций развития методики преподавания в высших учебных заведениях. В рамках конференции обсуждаются учебно-методические вопросы профессиональной подготовки специалистов на всех уровнях обучения в соответствии с современными требованиями.

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Rakhimbayeva R.M.	
Communicative approach of foreign languages teaching as the development tool of "feeling of language.....	129
Джамалдинова М.Т.	
Шет тілін үйретудегі инновация технология түрлері: жоба технологиясы.	130
Рахимбаева Р. М.Курунчинова Г.	
Использование инновационных методов в занятиях СРСП	133
Рауандина Ш.З.	
О построении художественного образа в пьесе К.Мусина "Прелюдия".....	139
Рауандина Ш.З.	
Основатель профессиональной кобызовой школы - профессор, профессор Народная артистка Казахской ССР Балгаева Ф.Ж.....	141
Тойганбаева А.Е., Калиева А.А.	
Значимость ценностей образования	144
Оразханова А.О.	
Студенттердің ағылшын және казак тілдеріндегі лингвомәдени құзыреттілігін сөйлеу мәдениеті негізінде дамьтудың оңтайлы тәсілдері	146
Жапбаров Н.А., Буркитбаева Г.Н.	
Педагогическая технология в системе современного образования.....	150
Жапбаров Н.А., Нұрғалиева С.Н.	
Аударма қызметінің модельдері	152
Касенова Л.Г.	
Лабораторный эксперимент как основа повышения эффективности обучения физике.....	156
Темирбеков А.Н., Сердалиев Е.У.	
Технология доставки учебного контента в системе дистанционного обучения с применением генетического алгоритма.....	159
Шадиев Қ. Х.	
Қазақстандағы бизнестің әлеуметтенуі: даму ерекшеліктері мен беталыстары.....	161
Айтбаева М.А., Айтбаева Н.К., Далабайқызы Д.,	
Формирование культуры умственного труда учащихся профессиональных колледжей.. ..	168
Айтбаева М.А., Абжалиева Г.	
Кәсіптік колледж оқушыларының танымдық белсенділігін қалыптастыруда оқытудың белсенді әдістерін пайдалану.....	170
Каримова Г.А., Жапбаров Н.А., Буркитбаева Г.Н.	
Педагогическая технология в системе современного образования.....	172
Смаилова Ж.Ж., Парменова Г.Е., Молдашева Қ.Ш.	
Технология сабағын өтуде білім берудің жаңа технологиясын пайдаланудың тиімді әдістерінің маңыздылығы.....	174
Kizatov B., Madibayeva S.	
Advantages of teaching process in small groups.....	176
Тусипжанова Д.Б.	
«Білім үрдісінде Интернет ресурстарын қолдану».....	178
Мұратұлы М.	
Совершенствование процесса обучения.....	180
Сүлейменова Ғ.С.	
Білім - ел экономикасын көтерудің өзекті факторы.....	182
Масалимова Э.С.	
Оқытудың жаңа технологиялары мен инновациялық әдістерді тиімді пайдалану арқылы жеке тұлғаны қалыптастыру.....	185
Sylkina Svetlana	
The main directions of career guidance techniques.....	187
Жайлау Ж.	
әл-Фараби атындағы ҚАЗҰУ студенті оқуға тиіс 100 кітап» жобасы арқылы студенттердің оқу ынтасын арттыру.....	190

Бұл өз қызметіне шығармашылықпен қарайтын, жеке басының белгілі іскерлік қасиеті бар адамды қажет ететін жұмыс. Шындығында да әрбір педагог жаңа инновациялық технологияны меңгеру барысында өзін-өзі дамытады және өзін-өзі қалыптастырады. ХХІ ғасырда болашақ мамандарды даярлау, олардың кәсіби бейімделуін қалыптастыру мәселелері – кезек күттірмейтін өзекті қоғам талабы.

Қорыта келе, инновациялық технологиялардың қай түрін алсақ та, олардың тиімділігі тек қана мұғалімнің шеберлігіне байланысты болып отыр. Сондықтан білім алушылардың ынтасын арттыруға арналған әдістемелік құралдардың жүйесі мен амалдары әр мұғалімнен оларды терең игеруін, іске асыруын және оған сай болатын іскерлікті талап етеді. Білім – болашақ бағдары, кез-келген оқу орынның басты міндеттерінің бірі – жеке тұлғаның құзіреттілігін дамыту. Білім беру жүйесін ақпараттық технология мен инновациялық технологияны оқу – тәрбие үрдісінде пайдалану жеке тұлғаның өз мамандығына қызығушылығы мен мамандық сапасын арттырып, шығармашылық шабытын шыңдап, ғылыми көзқарасын қалыптастырып, тәжірибеде қолдана алу қабілетті мамандар даярлауда қоғамның даму жолдарына жол ашады.

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THE MAIN DIRECTIONS OF CAREER GUIDANCE TECHNIQUES

The objective of vocational guidance is to support the students in the process of selecting a profile and scope of training future professional activity.

Career guidance work has several directions:

- 1) Vocational enlightenment is a set of measures to increase awareness of labor market about the possibilities of qualification - professional employee growth in the process, the needs of business organizations for skilled workers on the prospects for development and the job market and work on other matters relating to the employment of the employee.
- 2) Professional education a set of measures aimed at creating a desire in young people to work on to improve specific personality traits needed to improve their professional skills, as well as to form their aspirations to industry, etc.
- 3) Professional consulting is a providing the necessary assistance in the professional self-determination (the choice of future profession) in order to make deliberate decisions about the choice of the specialty taking into account its interests, capabilities, health status and other factors that may influence the choice, as well as taking into account the needs of society.
- 4) Professional promotion is a type of professional information (education), which is a consulting and drawing of attention to a certain specialty by consulting emphasis on its advantageous features and show its positive side, and at the same time awareness of the disadvantages and negative features of those professions, which are unacceptable alternative for a potential employee because of any circumstances.
- 5) Professional selection is a set of actions to determine the compliance with the profession that he is interested in at this stage. Determination of suitability takes place in view of its capabilities, psychological characteristics and other personal qualities. Of course, in the process of determining other professions may be identified, more suitable features and capabilities.
- 6) Professional advertising is an effective and useful employment market mechanism aimed at attracting a larger number of potential workers in a particular sector of the economy and on the defined job.
- 7) Professional adaptation is a set of measures designed to ensure that an applicant has developed the qualities and abilities required to perform scheduled duties of his future profession.

Future work should be first of all loved and interesting. The work should give a person the feeling of a sense of meaning and significance of the activity that performs.

But completely different conditions are needed in different cases in order for the work to be "dream job". Since we all have very different interests, different characters, different skills and abilities.

The system of vocational guidance should ideally be comprehensive and multi-character, "accompany" the younger man in the course of training and choice of profession. Therefore, it is necessary to begin professional work even when the person is still at school.

It is necessary to choose the future profession when the child is still at school age. In fact, after school he would have to do it on the specialty which will be fundamental to his entire future profession and career. The problem of professional orientation sharply rises on this occasion.

The problem of choosing a future profession is the biggest problem of vocational guidance. Especially for children aged 15 -16 years. After all at school age few people have a clear idea what they want to become in the future. Most of them do not even imagine in which area they would like to work in the future. And in this respect the international experience of career guidance could play the positive role.

Abroad, even in schools, there are subjects that are focused on the study of various professions. And in some cases vocational guidance lessons are for the people who work at work, which is dedicated to today's lesson, so that students can get the information from the "first hand", and could ask their questions, the answers to which can hardly be found in textbooks or directories. In addition, the curriculum of some foreign countries has a certain educational course required to visit that aimed at self-knowledge and development of the child. Some countries even have practical courses in which students try their hand at the real sector of the economy. These jobs give them more information than the theory taught in school. In addition these school programs cover a wide spectrum of professional activities, so that the child could surely identify at certain inclinations and could get to know those jobs that he liked.

The effectiveness of school career guidance is often determined by how many students (in percent) chose the profession for which they were oriented, and work on them.

"This criterion is important, but insufficient. For example, planned percentage of pupils can be achieved by various means, and including the not always justified on educational, social, psychological and economic points of view. And if that figure becomes an end in itself and the main purpose of vocational guidance, and without a serious diagnostic and educational work with the students, all of this work takes on a kind of bias that prevents the very first professional orientation that undermines its credibility on the part of students and their parents. Achieving this goal is possible and justified only when working with young people in identifying their real interests and abilities, the formation of the belief in the right choice of profession, meets their personal inclinations and needs of the city, the district, the village in which they live and society whole.

If the students have identified and agreed upon in advance their plans for life and professional self-determination, the percentage of pupils who achieved the realization of their plans is one of the indicators of the effectiveness of vocational guidance.

It is known that the right choice of profession has a positive effect on performance as well as on the quality of work. Therefore, labor achievements of school leavers or other educational institutions associated with vocational guidance are another important criterion for the success of the choice of profession. "[1]

Here are some modern models of career guidance:

1. Support of one or several groups of students from 5 classes of mobile group of students at the university. Mobile group of students will receive a greater effect of vocational guidance as students go on longer contact with their peers than with teachers.
2. Creation of a regularly updated professional orientation in the corner of the school which will include: a specialized edition of the career-oriented focus -monthly periodical of KazNU for high school students, their parents and teachers, "Who to be?". The magazine should cover the current state and problems of development of national career guidance systems. It is necessary to disclose the actual issues of choice of profession, the process of professional self-determination of young people, problems of perspective development of occupations and the labor market, vocational guidance work with youth; professional and qualifying characteristics of specialties; a program of self-education to prepare yourself for the chosen profession; information for students on how to obtain the chosen professions, profiling subjects, periods of instruction, training prospects and professional growth; set of background, clearly, career-oriented materials necessary for the professional education of students, and so on.
3. The organization of excursions for schoolchildren in the city. Excursion in the company - it is an opportunity to introduce students of educational institutions with the variety of professions, to get a direct

understanding of the subtleties and nuances of the different kinds of professions, labor content in a variety of industrial and research areas, expand the horizons of students.

4. Help students to choose a specialty through the media (special cycles of transmission, heading in periodicals).

5. The inclusion of additional hours for career guidance in the curriculum, holding an open day on the faculties of KazNU, as well as meetings with representatives of enterprises, companies of potential employers.

6. Involvement of parents in the organization of professional trials of high school students at the enterprises; attracting the most active parents of students who are ready in cooperation with teachers to provide educational support to students.

7. Creation of based centers, research laboratories, technical gadgets for pupils that they will have been able to more closely acquainted with the feature of a future profession, it will help to make a choice when you receive more conscious and therefore reduce the dropout rate in the elementary courses. Participation in these circles will deepen their own knowledge and skills.

8. Conducting of business games, contests. For example, students are offered jobs consisting of two parts: the first contains the tests and answers, the second - includes tasks. Students will have a certain time: 1 hour 30 minutes on the assignment.

These measures will allow carrying out career-oriented monitoring and maintenance of the student from the moment of choice of profession and till the employment stage. It is possible that professional orientation even if it is available in the school, will be in demand not of all students due to a number of different reasons. Therefore, during the career guidance pre-planned advertising and information support should be conducted to increase interest in her school environment.

Such a work can be complex and multifaceted - placement of information about the educational institution and specialization in town and of schools, sports and cultural facilities, massively visited by high school students, banners on the street, social and commercial information (programs and commercials) in the electronic media of the Republic.

The implementation of some points of these activities requires certain material costs, including proper career guidance work, as well as placement of image character of the materials in the media. However, if you hold these activities, they can altogether lead to the maximum effect.

The need to adapt education to the existing requirements one more important trend can be identified related to the labor market, which has direct relevance to career guidance: not human knowledge is the most important in today's working (which are becoming obsolete faster and faster), but its capacity and ability to learn. It is potential that is "hunted" by most employers, fixing their attention on today's students. It becomes an important competence-based approach to the assessment of young professionals. This approach allows us to determine the potential of a person, an orientation of such a potential, the most noticeable competence and scope of their most effective application of labor. The optimality of this approach is justified by the fact that it is difficult to evaluate the graduates of professional experience (since not everyone has it), so the potential could be the only thing of their real value. But, judging by the trends indicated above, it is the potential which is the most interesting aspect for today's employers.

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