

Coventry University  | Kazakhstan

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**HOW DOES ARTIFICIAL INTELLIGENCE
SHAPE THE EMERGING
PARADIGM OF EDUCATIONAL QUALITY?**

GLOBAL CHALLENGES FOR HIGHER EDUCATION

GENERATIVE AI



ACCESS TO EDUCATION

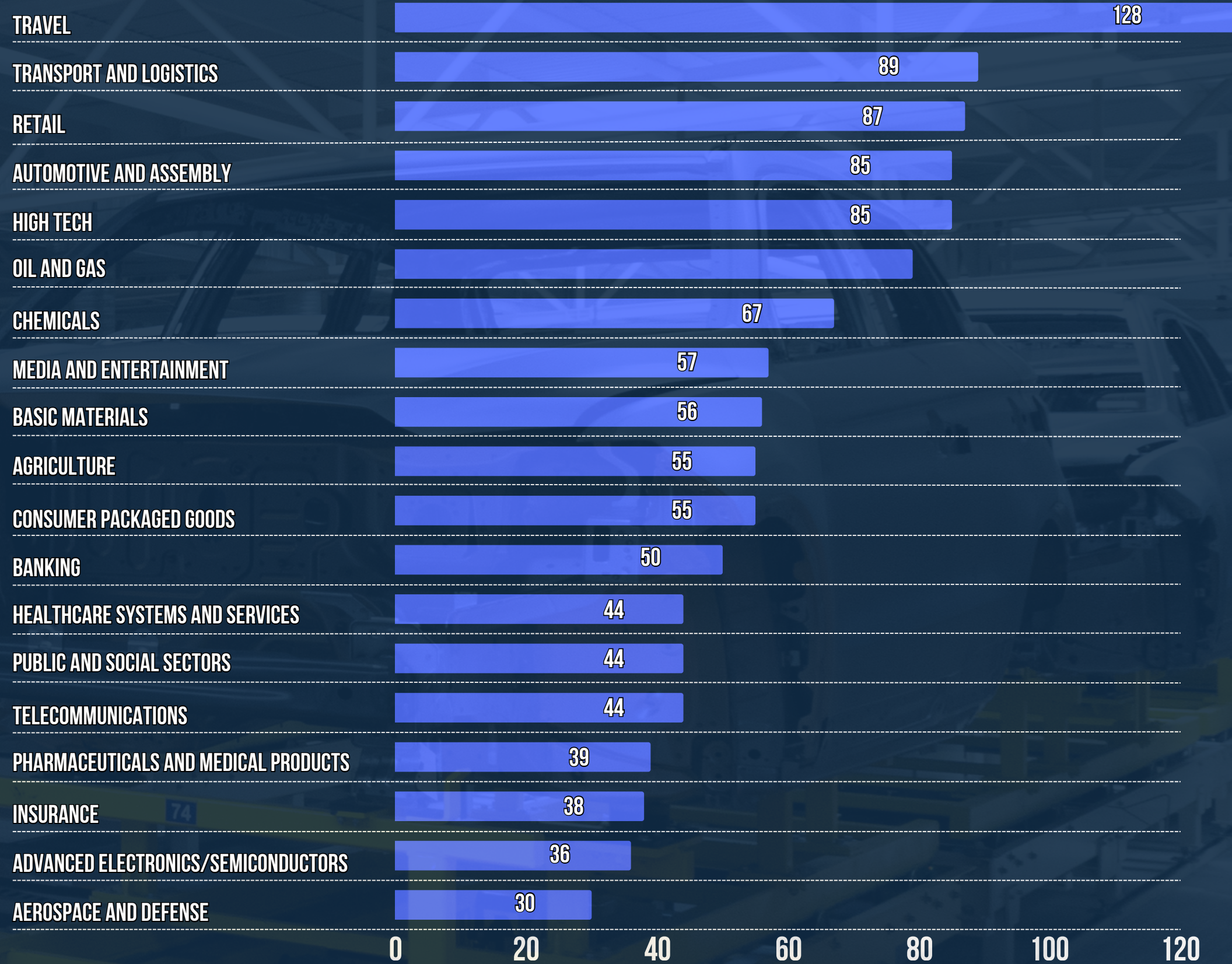
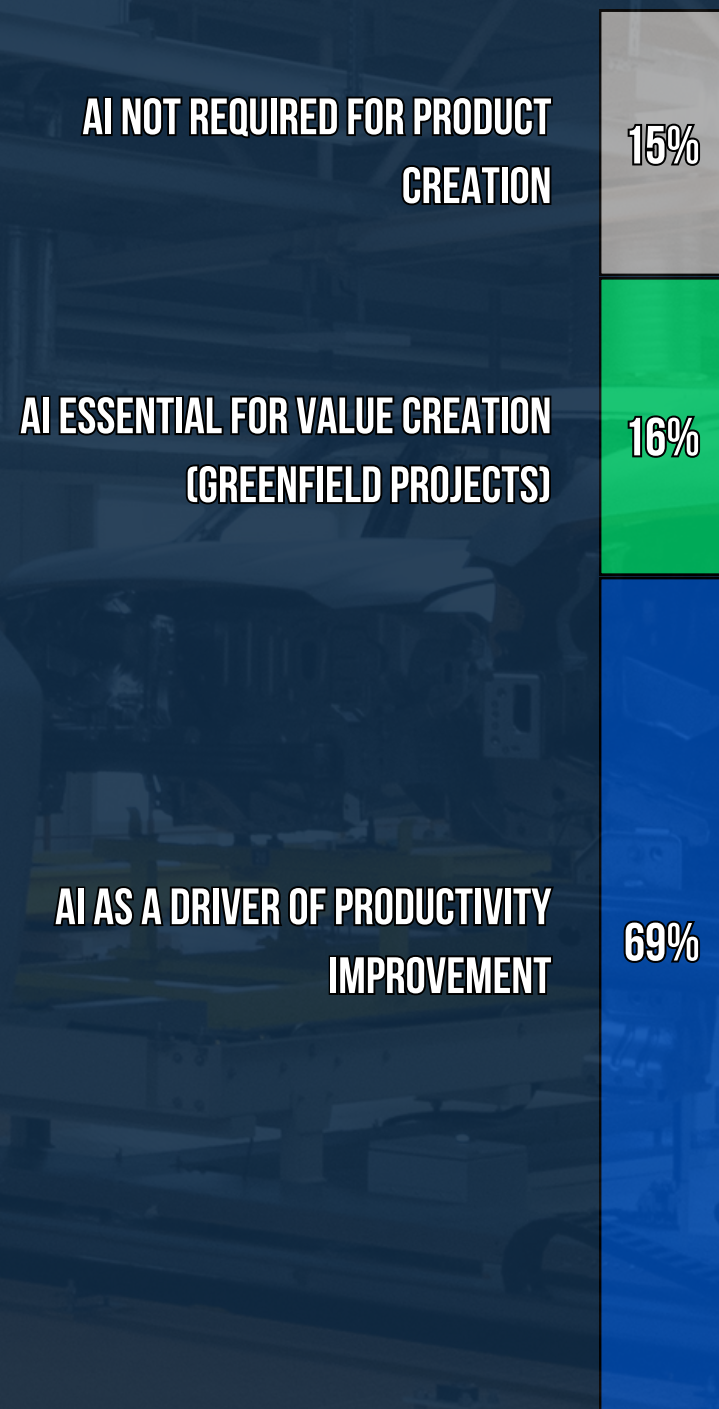
**EMPLOYERS'
EXPECTATIONS**



**GENERATION Z
EXPECTATIONS**

PRODUCTIVITY BOOST ENABLED BY ARTIFICIAL INTELLIGENCE

ANALYSIS OF AI'S IMPACT ON PRODUCTIVITY



SOURCE: MCKINSEY GLOBAL INSTITUTE ANALYSIS

44%

SKILLS ARE AT RISK OF **SIGNIFICANT**
TRANSFORMATION OR DISAPPEARANCE WITHIN
THE NEXT FIVE YEARS



WORKERS ARE AT RISK OF LOSING
JOBS **NOT TO AI, BUT TO PEOPLE**
SKILLED IN USING AI



- IBM AI REPORT 2023

TOP-10 SKILLS

WORLD ECONOMIC FORUM

2022

2025

1. ANALYTICAL THINKING AND INNOVATION



1. ANALYTICAL THINKING



2. ACTIVE LEARNING AND LEARNING STRATEGIES



2. ACTIVE LEARNING AND LEARNING STRATEGIES



3. CREATIVITY, ORIGINALITY, AND INITIATIVE



3. COMPLEX PROBLEM-SOLVING



4. TECHNOLOGY DESIGN AND PROGRAMMING



4. CRITICAL THINKING AND ANALYSIS



5. CRITICAL THINKING AND ANALYSIS



5. CREATIVITY, ORIGINALITY AND INITIATIVE



6. COMPLEX PROBLEM-SOLVING



6. LEADERSHIP AND SOCIAL INFLUENCE

7. LEADERSHIP AND SOCIAL INFLUENCE



7. TECHNOLOGY USE, MONITORING AND CONTROL



8. EMOTIONAL INTELLIGENCE



8. TECHNOLOGY DESIGN AND PROGRAMMING



9. REASONING, PROBLEM-SOLVING



9. RESILIENCE, STRESS TOLERANCE AND FLEXIBILITY

10. SYSTEMS ANALYSIS AND EVALUATION



10. REASONING, PROBLEM-SOLVING AND IDEATION

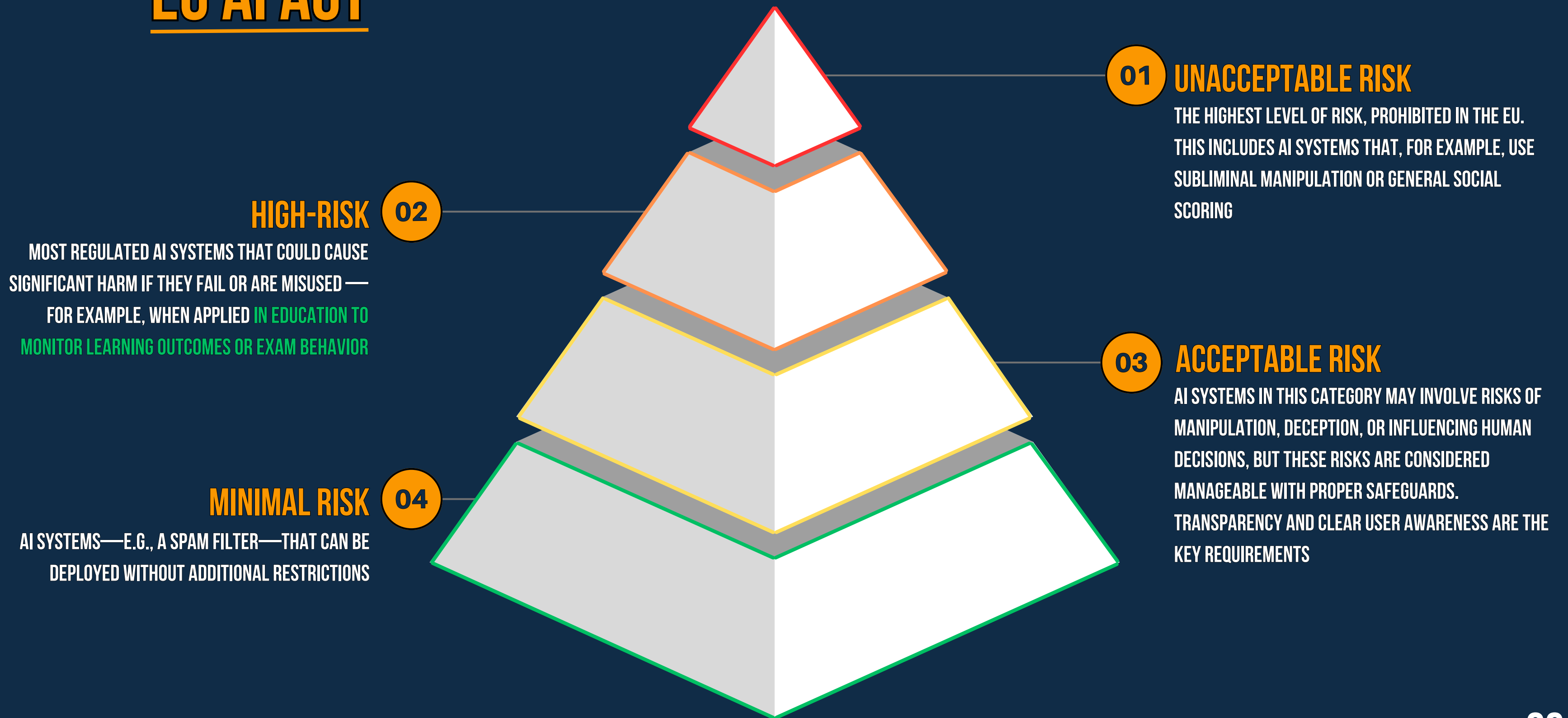


 NEW SKILL

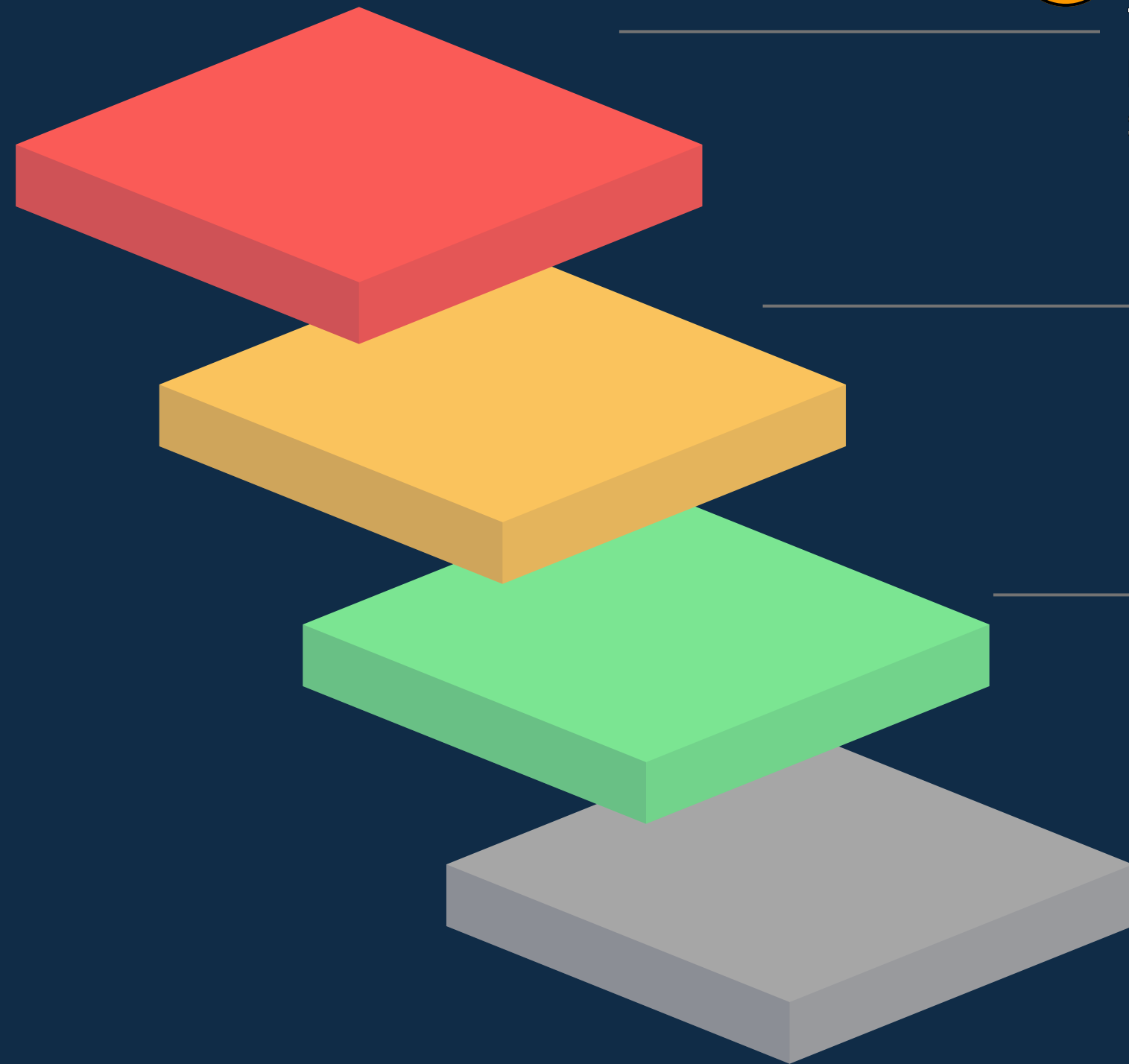
 TRANSFORMED SKILL

 RETAINED SKILL

EU AI ACT



THE LAW OF THE REPUBLIC OF KAZAKHSTAN “ON ARTIFICIAL INTELLIGENCE”



01 NEW DEFINITIONS

THE LAW FORMALLY INTRODUCES, FOR THE FIRST TIME, KEY TERMS SUCH AS ARTIFICIAL INTELLIGENCE, MODEL, SYSTEM, DATA LIBRARY, AND SYNTHETIC OUTPUT

02 SAFETY

REGULATION OF TRANSPARENCY, SECURITY, AND THE USE OF AI BY GOVERNMENT BODIES AND THE QUASI-PUBLIC SECTOR

03 SYNTHETIC CONTENT

MANDATORY LABELING IN BOTH MACHINE-READABLE FORM AND WITH VISUAL WARNINGS

04 COPYRIGHT

WORKS CREATED SOLELY BY AI ARE NOT PROTECTED, WHILE USER PROMPTS MAY QUALIFY FOR COPYRIGHT PROTECTION

TOP UNIVERSITY (QS)	COUNTRY	APPROACH TO AI USE
UNIVERSITY OF CAMBRIDGE	UNITED KINGDOM	<ul style="list-style-type: none"> STUDENTS ARE ALLOWED TO USE AI, BUT ARE ADVISED TO CONSULT WITH THEIR PROFESSOR BEFOREHAND PRESENTING AI-GENERATED CONTENT AS ONE'S OWN WORK IS CONSIDERED A VIOLATION OF ACADEMIC INTEGRITY
MIT	USA	<ul style="list-style-type: none"> NO SEPARATE REGULATION, BUT APPROVAL FROM A SUPERVISOR/ETHICS COMMITTEE IS REQUIRED GENERAL PLAGIARISM RULES APPLY
PEKING UNIVERSITY	CHINA	<ul style="list-style-type: none"> ИСПОЛЬЗОВАНИЕ ИИ ДЛЯ ГЕНЕРАЦИИ ТЕКСТА ЗАПРЕЩЕНО ДОПУСТИМО ПРИ НАЛИЧИИ РАЗРЕШЕНИЯ ПРОФЕССОРА
KHALIFA UNIVERSITY	UAE	<ul style="list-style-type: none"> NO SEPARATE REGULATION, BUT APPROVAL FROM A SUPERVISOR/ETHICS COMMITTEE IS REQUIRED GENERAL PLAGIARISM RULES APPLY
TEL AVIV UNIVERSITY	ISRAEL	<ul style="list-style-type: none"> NO SEPARATE REGULATION, BUT APPROVAL FROM A SUPERVISOR/ETHICS COMMITTEE IS REQUIRED GENERAL PLAGIARISM RULES APPLY





UNIVERSAL DECLARATION OF HUMAN RIGHTS

ARTICLE 26

1. EVERYONE HAS **THE RIGHT TO EDUCATION**. EDUCATION SHALL BE FREE, AT LEAST IN THE ELEMENTARY AND FUNDAMENTAL STAGES. ELEMENTARY EDUCATION SHALL BE COMPULSORY. TECHNICAL AND PROFESSIONAL EDUCATION SHALL BE MADE **GENERALLY AVAILABLE** AND HIGHER EDUCATION SHALL BE **EQUALLY ACCESSIBLE TO ALL ON THE BASIS OF MERIT**.

2. EDUCATION SHALL BE DIRECTED TO THE FULL **DEVELOPMENT OF THE HUMAN PERSONALITY** AND TO THE STRENGTHENING OF RESPECT FOR HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS. IT SHALL PROMOTE UNDERSTANDING, TOLERANCE AND FRIENDSHIP AMONG ALL NATIONS, RACIAL OR RELIGIOUS GROUPS, AND SHALL FURTHER THE ACTIVITIES OF THE UNITED NATIONS FOR THE MAINTENANCE OF PEACE.

3. PARENTS HAVE A PRIOR RIGHT TO CHOOSE THE KIND OF EDUCATION THAT SHALL BE GIVEN TO THEIR CHILDREN.

THE CONSTITUTION OF THE REPUBLIC OF KAZAKHSTAN

ARTICLE 30:

1. CITIZENS SHALL BE GUARANTEED **FREE SECONDARY EDUCATION IN STATE EDUCATIONAL ESTABLISHMENTS**. SECONDARY EDUCATION SHALL BE COMPULSORY.
2. CITIZENS SHALL HAVE THE RIGHT TO PURSUE **HIGHER EDUCATION ON A COMPETITIVE BASIS IN STATE INSTITUTIONS OF HIGHER EDUCATION**.
3. **FEE-PAYING EDUCATION IN PRIVATE EDUCATIONAL INSTITUTIONS** SHALL BE PROVIDED ON THE GROUNDS AND IN THE MANNER PRESCRIBED BY LAW.
4. THE STATE SHALL SET **UNIFORM COMPULSORY STANDARDS IN EDUCATION**. THE ACTIVITIES OF **ALL EDUCATIONAL INSTITUTIONS** SHALL BE IN ACCORDANCE WITH THESE STANDARDS.



THE LAW OF THE REPUBLIC OF KAZAKHSTAN “ON EDUCATION”

ARTICLE 1:

13-2) **QUALITY OF EDUCATION** - A COMPREHENSIVE CHARACTERISTIC OF THE **EFFECTIVENESS OF EDUCATIONAL ACTIVITIES**, AS WELL AS COMPLIANCE OF THE TRAINING OF STUDENTS AND PUPILS WITH THE REQUIREMENTS OF **THE STATE COMPULSORY EDUCATION STANDARD**, THE **NEEDS OF THE INDIVIDUAL, SOCIETY AND THE STATE**;

14) **NATIONAL SYSTEM FOR ASSESSING THE QUALITY OF EDUCATION** - A SET OF INSTITUTIONAL STRUCTURES, PROCEDURES, FORMS AND METHODS FOR ESTABLISHING COMPLIANCE WITH THE QUALITY OF EDUCATION;

14-1) **CULTURE OF EDUCATIONAL QUALITY** - A SYSTEM OF **VALUES AND BELIEFS** OF PARTICIPANTS IN THE EDUCATIONAL PROCESS, FORMED THROUGH INTERNAL AND EXTERNAL ASSESSMENT PROCEDURES AND SUPPORTED BY SUBJECTS OF EDUCATIONAL ACTIVITIES IN EDUCATIONAL ORGANIZATIONS;



THE LAW OF THE REPUBLIC OF KAZAKHSTAN “ON EDUCATION”

ARTICLE 1:

1) **1) EDUCATIONAL ACTIVITY** — PROCESS OF PURPOSEFUL, PEDAGOGICALLY ESTABLISHED, SEQUENTIAL INTERACTION OF SUBJECTS OF EDUCATION, IN THE COURSE OF WHICH THE TASKS OF TRAINING, DEVELOPMENT AND EDUCATION OF PERSONALITY ARE SOLVED;

2) **2) INCLUSIVE EDUCATION** — A PROCESS ENSURING EQUAL ACCESS TO EDUCATION FOR ALL STUDENTS TAKING INTO ACCOUNT SPECIAL EDUCATIONAL NEEDS AND INDIVIDUAL OPPORTUNITIES;



1. PERSONALIZED LEARNING

AI ENABLES A SHIFT AWAY FROM THE TRADITIONAL “ONE COURSE FOR ALL” MODEL. EDUCATORS GAIN ACCESS TO DATASETS THAT HELP ANALYZE AND UNDERSTAND INDIVIDUAL LEARNER NEEDS. LEARNING TASKS CAN BE AUTOMATICALLY ADAPTED TO MATCH EACH STUDENT’S STYLE AND PACE

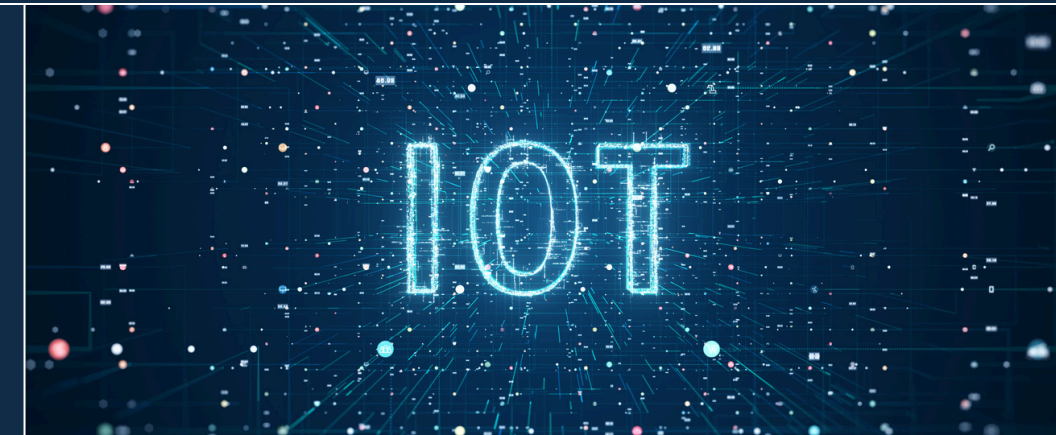


2. THE CLASSROOM WITHOUT WALLS

UNIVERSITIES ARE ALREADY ADOPTING AI-POWERED SMART CAMPUS CONCEPTS FOR LEARNING SPACES. MODERN “SMART” CLASSROOMS ARE OFTEN EQUIPPED WITH ROUND TABLES, LAPTOPS, SCREENS, AND INTERACTIVE BOARDS CONNECTED THROUGH THE INTERNET OF THINGS (IOT). THIS NOT ONLY ALLOWS LEARNING ANYTIME AND ANYWHERE BUT ALSO EXPANDS OPPORTUNITIES FOR ENCOURAGING AND SUPPORTING COLLABORATIVE AND ACTIVE LEARNING

3. SMART CAMPUSES

THE INTERNET OF THINGS (IOT) CAN ALSO TRANSFORM UNIVERSITIES INTO INTELLIGENT SPACES FOR BOTH LEARNING AND WORK. AT ITS CORE, THE TECHNOLOGY IS SIMPLE: IT CONNECTS DEVICES VIA THE INTERNET AND ENABLES THEM TO COMMUNICATE WITH US — AND WITH EACH OTHER



4. A NEW LEVEL OF SERVICE

UNIVERSITIES ARE ALSO USING AI TO OPTIMIZE THEIR PROCESSES, LEADING TO COST SAVINGS AND IMPROVED SERVICES. FOR EXAMPLE, DEAKIN UNIVERSITY IN AUSTRALIA, IN PARTNERSHIP WITH IBM, CREATED A 24/7 ONLINE STUDENT ADVISORY SERVICE POWERED BY AI WATSON

5. PROCESS OPTIMIZATION

ANOTHER DIMENSION OF AI USE IN UNIVERSITIES IS THE INTEGRATION OF BLOCKCHAIN TECHNOLOGY — FOR EXAMPLE, TO AUTOMATE CREDIT RECOGNITION AND TRANSFER. THIS COULD POTENTIALLY OPEN UP OPPORTUNITIES FOR STUDYING ACROSS DIFFERENT UNIVERSITIES



OPPORTUNITIES FOR AI IN THE UNIVERSITY ECOSYSTEM

AI IN CURRICULUM INTEGRATION OF AI COURSES INTO THE CURRICULUM TO TEACH STUDENTS AI CONCEPTS AND APPLICATIONS

AI RESEARCH SUPPORTING AI RESEARCH AND ESTABLISHING DEDICATED RESEARCH CENTERS WITHIN UNIVERSITIES

AI FOR ADMINISTRATIVE TASKS APPLYING AI TO ADMINISTRATIVE TASKS SUCH AS STUDENT ADMISSIONS, REGISTRATION, AND FINANCIAL AID PROCESSING

AI-DRIVEN ASSESSMENT USING AI FOR AUTOMATED GRADING, PLAGIARISM DETECTION, AND PERFORMANCE ANALYSIS

AI FOR ALUMNI ENGAGEMENT LEVERAGING AI TO ENGAGE WITH ALUMNI, INCLUDING PERSONALIZED INTERACTION AND ENDOWMENT SUPPORT

ETHICS AND POLICY INCORPORATING DISCUSSIONS ON AI ETHICS AND POLICY INTO THE CURRICULUM TO PREPARE STUDENTS FOR ETHICAL CHALLENGES

FACULTY TRAINING TRAINING AND UPSKILLING FACULTY TO KEEP PACE WITH AI ADVANCEMENTS

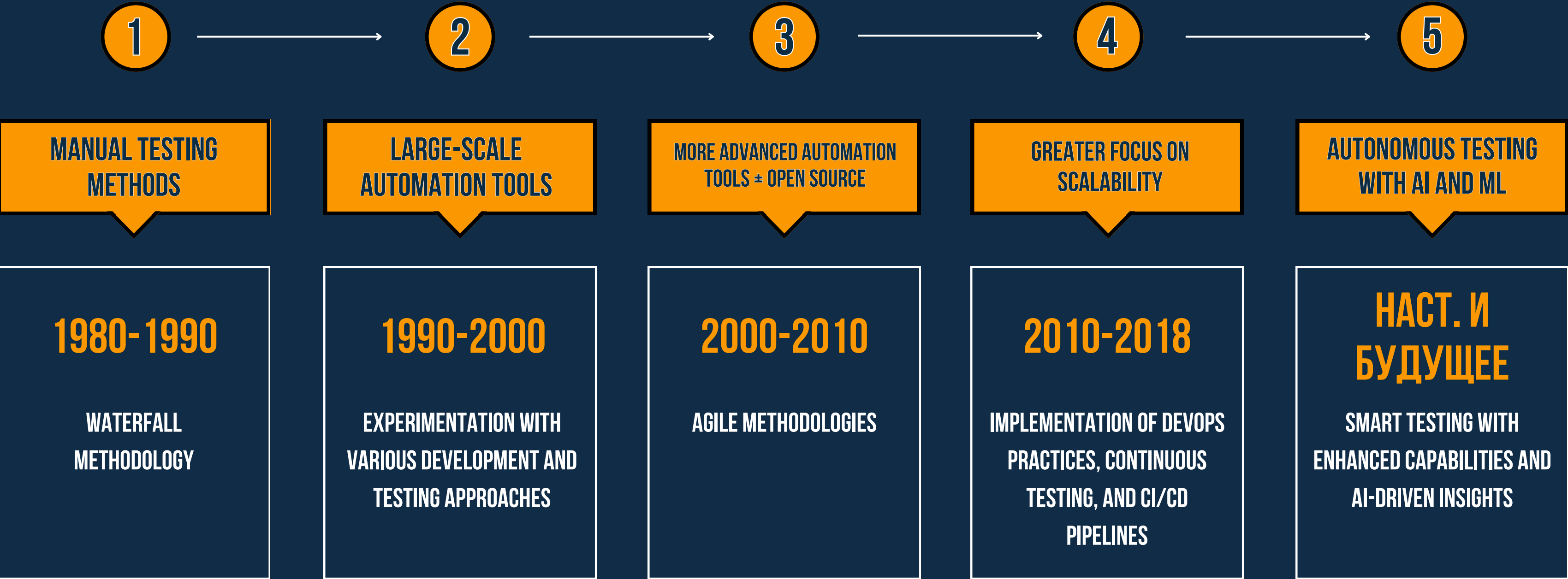
COLLABORATION WITH INDUSTRY BUILDING PARTNERSHIPS WITH AI COMPANIES FOR INTERNSHIPS, RESEARCH PROJECTS, AND EMPLOYMENT OPPORTUNITIES

AI FOR ACCESSIBILITY IMPLEMENTING AI TOOLS TO IMPROVE ACCESSIBILITY FOR STUDENTS WITH DISABILITIES (E.G., SPEECH-TO-TEXT OR TEXT-TO-SPEECH)

BASED ON VARIOUS SOURCES AND CONSULTATIONS WITH INTERNAL AND EXTERNAL EXPERTS



EVOLUTION OF QUALITY ASSURANCE AND MANAGEMENT METHODS



AI SUPPORT IN EXTERNAL QUALITY ASSESSMENT

