

Subject “Scientific writing”

Final lecture on module 1

Lecture 15- press-conference Project and international project.

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WHAT IS PROJECT?

A **project** is any undertaking, carried out individually or jointly, and possibly involving research or development, that is carefully planned to achieve a specific goal.



PROJECT CHARACTERISTICS

Temporality - any project has a clear time frame (this does not apply to its results); if such a framework does not exist, the activity is called an operation and can last as long as desired.

Unique products, services, results - the project should generate unique results, achievements, products; otherwise, such an enterprise becomes serial production.

Sequential development - any project develops in time, going through previously defined stages or steps, but at the same time the drafting of the project specifications is strictly limited to the content established at the start stage.



What is a project and its types?

❖ A **project** is a kind of conscious activity of a person, aimed at creating a unique product, and having a one-time, non-recurring character. The concept of a project involves achieving a specific goal in a certain amount of time in conditions of limited core resources.

Projects vary depending on:

- ❖ sectors of the **economy and social sphere** (industry, construction, transport, healthcare, tourism, etc.);
- ❖ The **period of implementation**, the volume of necessary investments (short-term, medium-term, long-term);
- ❖ the **degree of coverage** of the stages of the innovation process (complete innovation projects, innovation development and commercialization, incomplete innovation projects).

Despite the fact that the final result of the project should be unique, it has a number of characteristics in common with production:

- Performed by people
- Limited by resource availability
- Planned, implemented and managed



PROJECT ENVIRONMENT

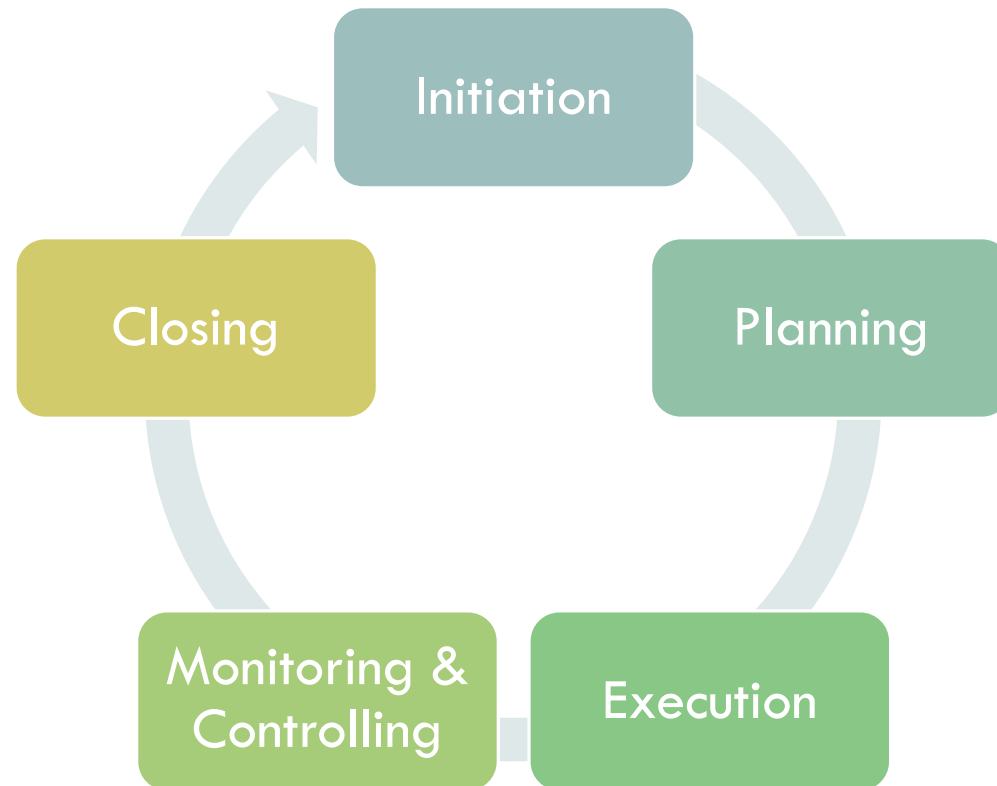
Each project develops in a specific environment. Moreover, regardless of which subject area it belongs to, this environment directly affects the project. All impacts are divided into several categories.

- **Socio-cultural environment** (mores and customs of the area, ethical considerations of project activities, etc.)
- **International political environment** (political situation in the territory, economic influence, resource intensity of the area, etc.)
- **Environment** (ecological parameters, availability of natural resources, etc.)

The environment of the project can change during its execution, changing its influence on it. Such changes can be both **positive** and **negative**. Change management is dealt with by the relevant section of the project management discipline.

PROJECT LIFE CYCLE

The project process is divided into **five** main processes, collectively referred to as the **project life cycle**. The project goes through all these processes and ends when its goal is achieved. Phases of the project life cycle:



1. **Initiation:** It is the process of starting a project by naming it, defining its purpose, etc. The stakeholders come to know about the value of the project and initiate it.
2. **Planning:** The project risks, costs are analyzed in this process. A roadmap is laid out for the project with a deadline. The resources are allotted to a project in this process only. Questions like "what is a project cost?" "What does project consist of?" and "what is project type?" are raised, and their answers are found by project managers/stakeholders in this stage.
3. **Execution:** Identifying tools for project management and modes of communication are identified before this process, and once it is done, the project plan is executed. Project planning and execution are some of the essential phases in achieving the goals of a project.
4. **Monitoring & controlling** are done to ensure that the project is moving in the right direction.
5. **A project closing** is done when a project achieves its goal, and all the project data is recorded for future references. Teams come together and discuss the project events and profits of the project in a closing meeting.

Types of project

- A **single project** is a separate project of various types, types, and scales.
- A **multi-project** is a complex project or program consisting of a number of single projects and requiring the use of multi-project management.
- **Megaprojects** are targeted programs that contain many interrelated projects, united by a common goal, allocated resources, and time allocated for their implementation. Such programs can be **International, State, National, Regional, Inter-sectoral, Sectoral, or Mixed**. Programs are formed, supported and coordinated at the top levels of government: **state, republican, regional, and municipal**.

WHAT IS AN INTERNATIONAL PROJECT?



An **international project**, can be considered as a directed work that is aimed at achieving specific goals within a defined budget and schedule. However, what's make International Project different is that it involves **multiple locations, organizations, and business units.**

International projects.

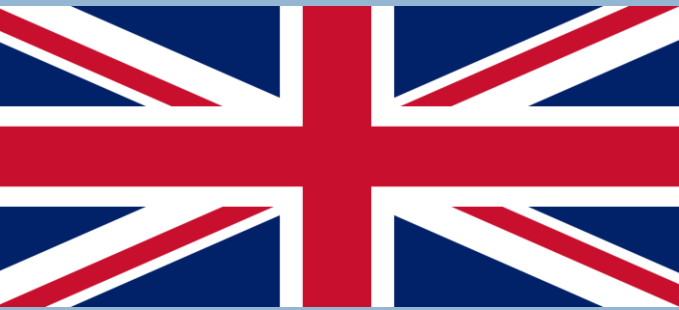


- *International projects* are projects involving representatives of two or more countries. These projects have specific problems-in particular, the problem of cultural conformity.
- The term "*international project*" can be applied to many different types of projects that have a number of specific characteristics.





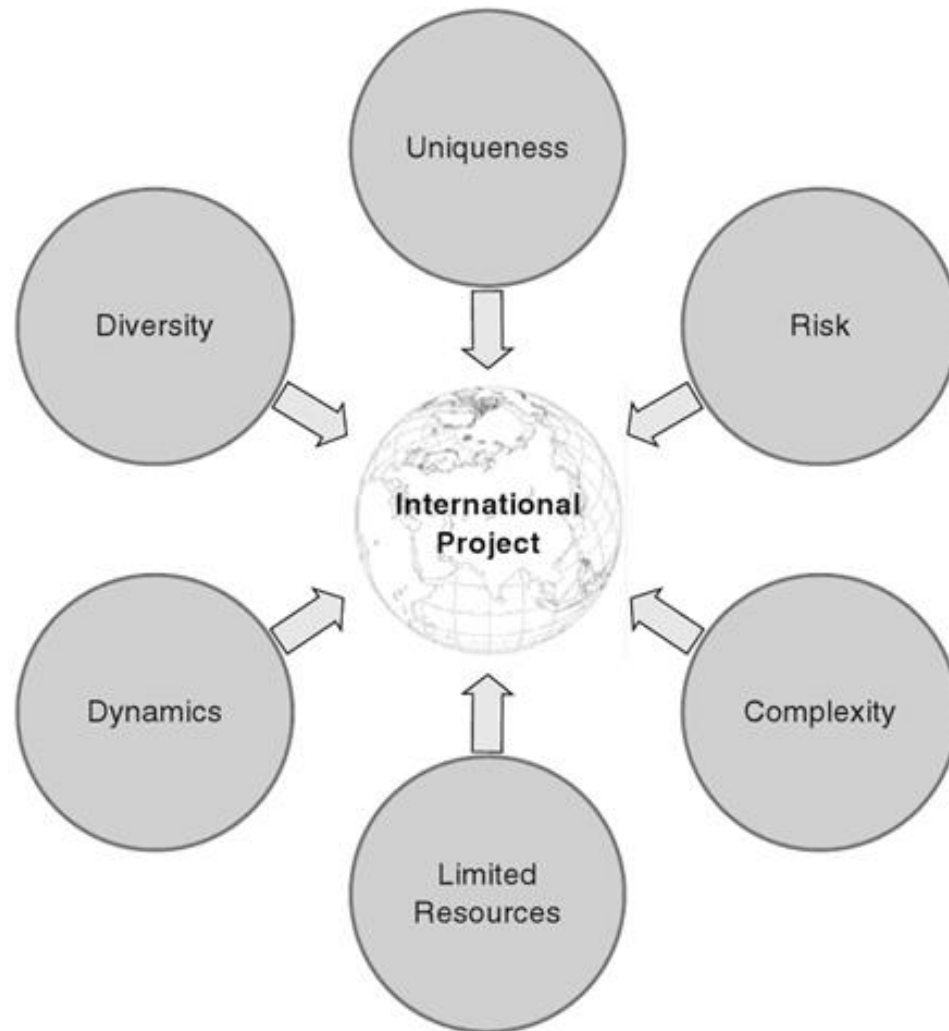
International projects in KazNU



- International scientific project of the department is expanding from year to year. So, teachers of the department actively cooperate with colleagues of universities, research institutes and scientific societies of the near and far abroad:
- - **Russian Federation:** Vavilov All-Russian Institute, Russian State Academy of Agriculture Timiryazev Institute of Plant Physiology, Institute of Cytology and Genetics (Novosibirsk), Saint Petersburg State University, Tomsk State University.
- - **Germany:** Institut fuer Botanik, Uni-Karlsruhe, Karlsruhe, Greifswald University (Greifswald);
- - **People's Republic of China:** Xinjiang State University (Urumqi),
- - **United Kingdom:** Middlesex University



MAIN CHARACTERISTICS



Complexity

In this case, complexity is more due to organizational and geographical causes. The manager is faced to multiple interdependencies and stakeholders spread around the world. He has to find an adequate structure to cope with interdependent interactions but also which enables communication across different time zones.

Risk

Because of this complexity, another characteristic is risk. In most of those projects and especially in the construction field, budget and planning over-runs are expected. It is common in standard projects too, but the factor of uncertainty is much higher in International Project, as political instability in one of the country involved or change of government and a new political line are more likely to happen.

Uniqueness

International projects have unique objectives and most of the time no former examples to look for. The contexts in which they happened are quite different: countries have different cultures, societal and political structures, technological levels or different attitudes regarding sustainability for example.



Diversity

Another characteristic of those projects is diversity. Cultural differences are one of the biggest challenges managers will have to face. Organizational structures may differ among the different nationalities represented as well as the languages spoken. Also educational and social backgrounds may have a huge impact on the stakeholders working habits. Therefore, managers have to take into account this diversity.

Dynamics

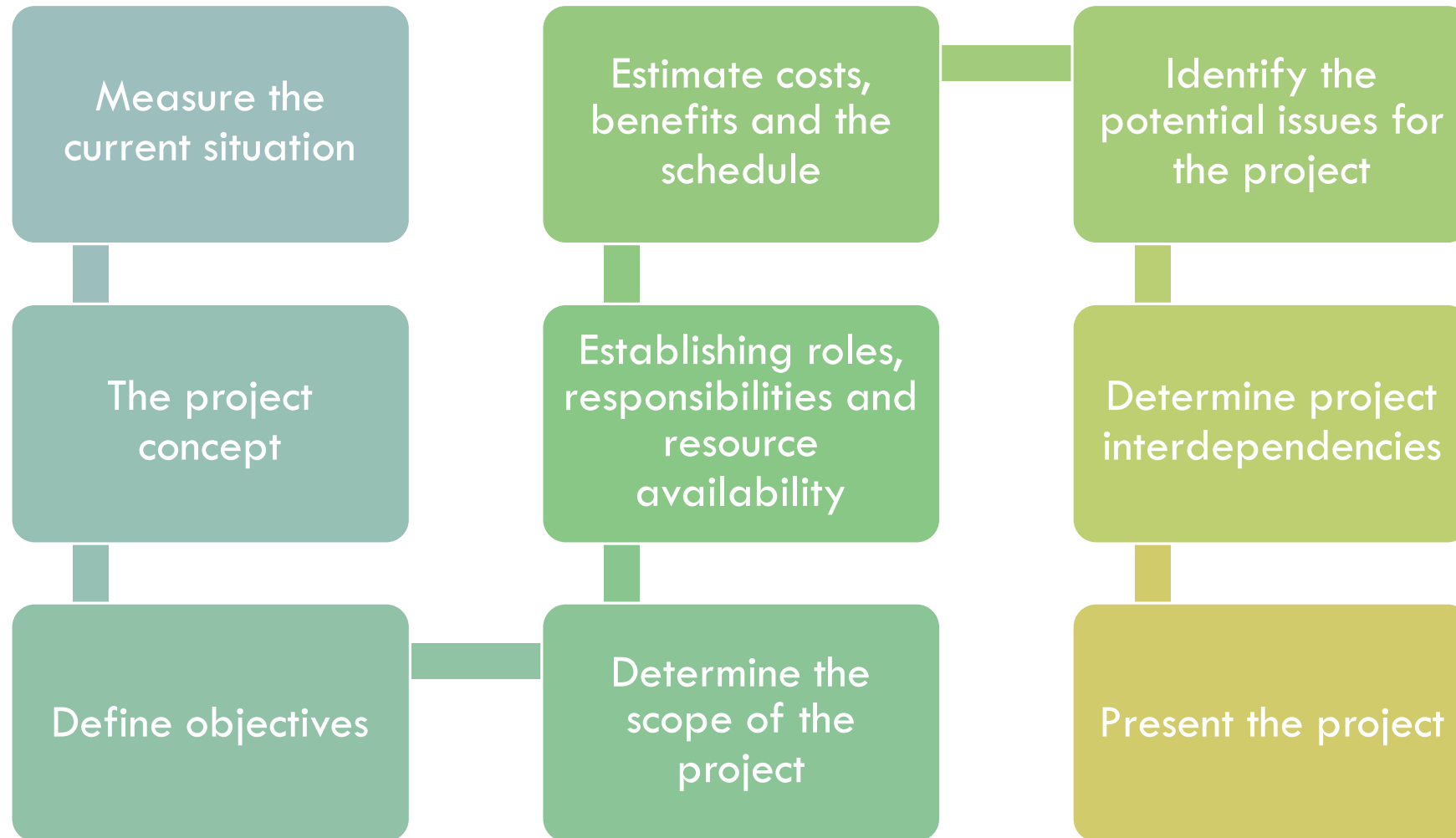
They may also face numerous and sudden changes within the project. To take into account the risks or new opportunities that may encounter the project, managers have to take the right decisions quickly.

Limited resources

Moreover, the larger scope of the project implies also more resources needed especially regarding time for planning, money for transportation and co-ordination efforts. Another limited resource is the staff: it is really difficult to find the staff with the right skills to manage language and intercultural diversity.



IMPLEMENTATION OF INTERNATIONAL PROJECT



KEY SUCCESS FACTORS

Even if the project is well-planned and ready to be executed, there is still some crucial factors to look after. Those factors are usually the reasons why an international project fails.

Communication: even if English is recognized as the project language, there is still misunderstanding especially regarding technical terms.

IT-Communication and collaboration software: the issue comes not from the availability of the software but from the implementation, active and regular use of it by the different stakeholders.

General Project management: due to its complexity, international project causes basic project management issues such as staffing availability or resources planning.

Soft Skills: because of a worldwide distribution, employees are under time and resources pressure but also have to manage the cultural differences, that's why a team with soft skills is recommended to handle such project.

INTERNATIONAL PROJECT ERASMUS+ ENINEDU

Project title: Enhancement of higher education and corporate sectors integration in accordance with new social environment

Period: 2017-2020y

The aim of the project is to study the practical importance of modern methods, their place in the curriculum and measurement of learning outcomes, the preparation of an integrated standard in a business-university cooperation system that is suitable for each partner country, and analytical studies on national reference legislation in EU countries regarding university cooperation with business.

The general aim of the project is to enhance **business-HEI cooperation** in consortium countries by changing the paradigm of education in line with **Bologna process** requirements. Improvement of such cooperation would result in gradual effectiveness increase of national development strategy, priority fulfillment, as well as change the graduate entrepreneurship and employment situation.

List of partners

Al-Farabi Kazakh National University (KazNU)

University Nice-Sofia Antipolis (UNS)

Athens University of Economics and Business – Research Center (AUEB-RC)

University of Sopron (US)


Universidade de Santiago de Compostela (USC)

L.N. Gumilyov Eurasian National University (ENU)

Federal state autonomous institution of higher professional education
“Peoples’ friendship university of Russia” (PFUR)

Federal State Budgeting Educational Institution of Higher Professional
Education “Samara State University of Economics” (SSEU)

Federal State Budgetary Educational Institution of Higher Education «Orel
State University named after I.S. Turgenev» (Orel State University)



To study the cooperation experience of business universities, trainings were held at universities in France, Greece, Spain and Hungary. 58 teachers and employees of Kazakhstan and Russian universities took part at these training seminars. The legal framework, the history of successful projects and start-ups and the interaction of universities with the business environment were studied. Thanks to intensive lectures and direct communication between university managers, a clear understanding of the structure and methods linking education and business has developed. For example, at the University of Nice Sophia Antipolis (France) there are 18 methods of interaction with business, which are supported by the state in the form of mandatory taxes. In addition, it is worth noting the method of alternate education, when students take internships in companies during the study period, applying theoretical knowledge in practice.

Today, all universities in the partner countries of the consortium have established Centers of Entrepreneurship and Innovation, the goal of which is to provide support to students, teaching staff of universities and business structures in shaping a new ecosystem of business education, enhancing student innovation and ensuring their maximum employment through the use of effective mechanisms for cooperation between higher education institutions and the corporate sector.



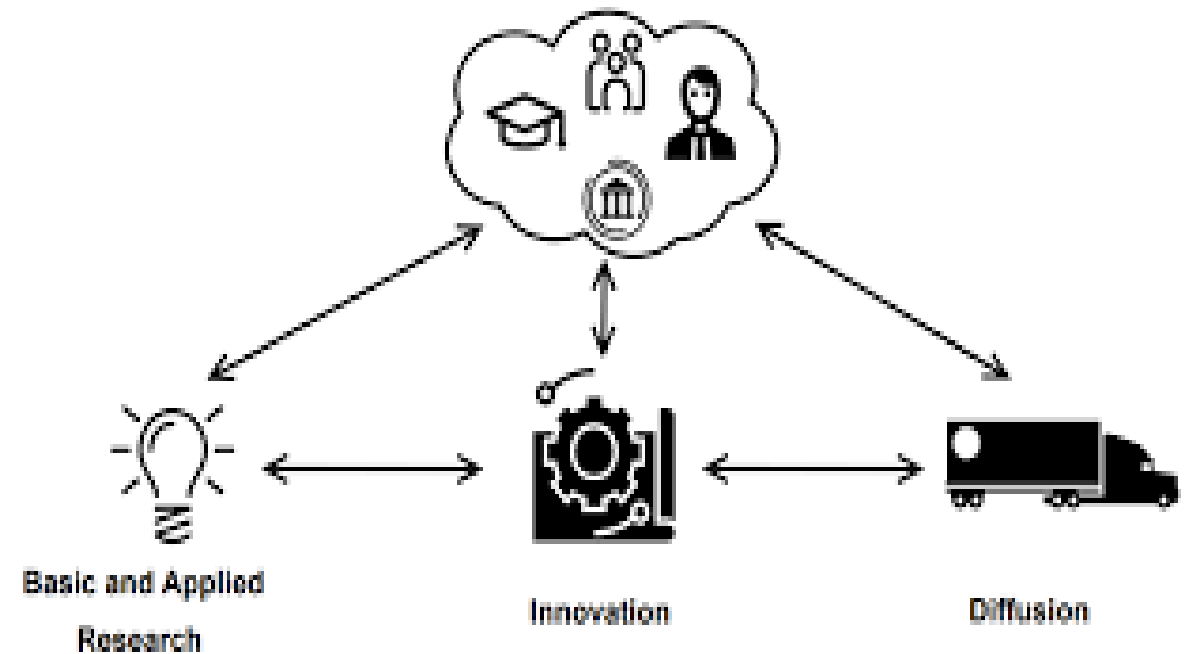


One of the important aspects of the project is the creation of a **portal** that brings together all the participating countries and is a bridge between higher education and the business environment. The portal covers a wide range of services for

- analyzing the labor market
- promoting employment of graduates
- developing the institute of graduate mentoring
- promoting student business projects together with the **Center for Innovative Entrepreneurship**

In addition, it should be noted **re-design of educational programs** that are updated on the requests and requirements of employers. Namely, taking into account the skills and abilities that future employees should have, that is, university graduates to fully meet and have demand in the labor market.

The final results of the project will be the “System Standard of Cooperation Practices between Universities and Business Sectors” at the republican level; methodological recommendations on a unified policy of interaction between universities and the business sector based on European experience and on organizing the process for developing student entrepreneurship; legislative justification and proposals for tax incentives for enterprises cooperating with educational institutions for training and about systematic work with graduates and a portal that integrates everything s partner countries.



The aim of the project: To develop an educational program for technical undergraduates, containing disciplines aimed at acquiring skills to develop and use elements of the "Smart City" (the implementation of this educational program should be carried out as part of a **double-diploma education** with one or more European universities). Opening on the basis of the Mechanics and Mathematics Faculty of the Al-Farabi Kazakh National University, in particular, the training center on the use of smart city technologies (2021). Training of teaching staff of the Kazakh National University on the development and use of smart city technologies.

Project budget: The total financing of the project for **14 partners** is **976 159 euros**. Under the agreement, the amount for the entire period of the project is:

❖ for KazNU named after al-Farabi - 124 800 euros

❖ for ENU named after L.N. Gumilyov - 123 640 euros



The project goal will be achieved by:

Training KazNU employees foreign language (June-July, 2019).

The organization of training smart city technologies in Austria for employees of KazNU (March-April 2019). Demonstration by Austrian University SmartUniversity.

Training KazNU employees in teaching disciplines aimed at acquiring the skills to create "Smart Universities" (spring 2019).

Development of teaching methods for the disciplines of an educational program aimed at nurturing specialists competent in the development and use of smart city technologies (2020).

Development of a double-diploma educational program (EP) of a magistracy with a European university (2020). EP launch - in 2021.

Opening on the basis of the Mechanics and Mathematics Faculty of the Al-Farabi Kazakh National University, in particular, the training center on the use of smart city technologies (2021).



Projects in Al-Farabi Kazakh National Universities



- *Title of the project:*

«Efficient genome editing of Scorzonera Tau-Saghyz using CRISPR/Cas9 technology to produce genetically enhanced plants with increased natural rubber content.»

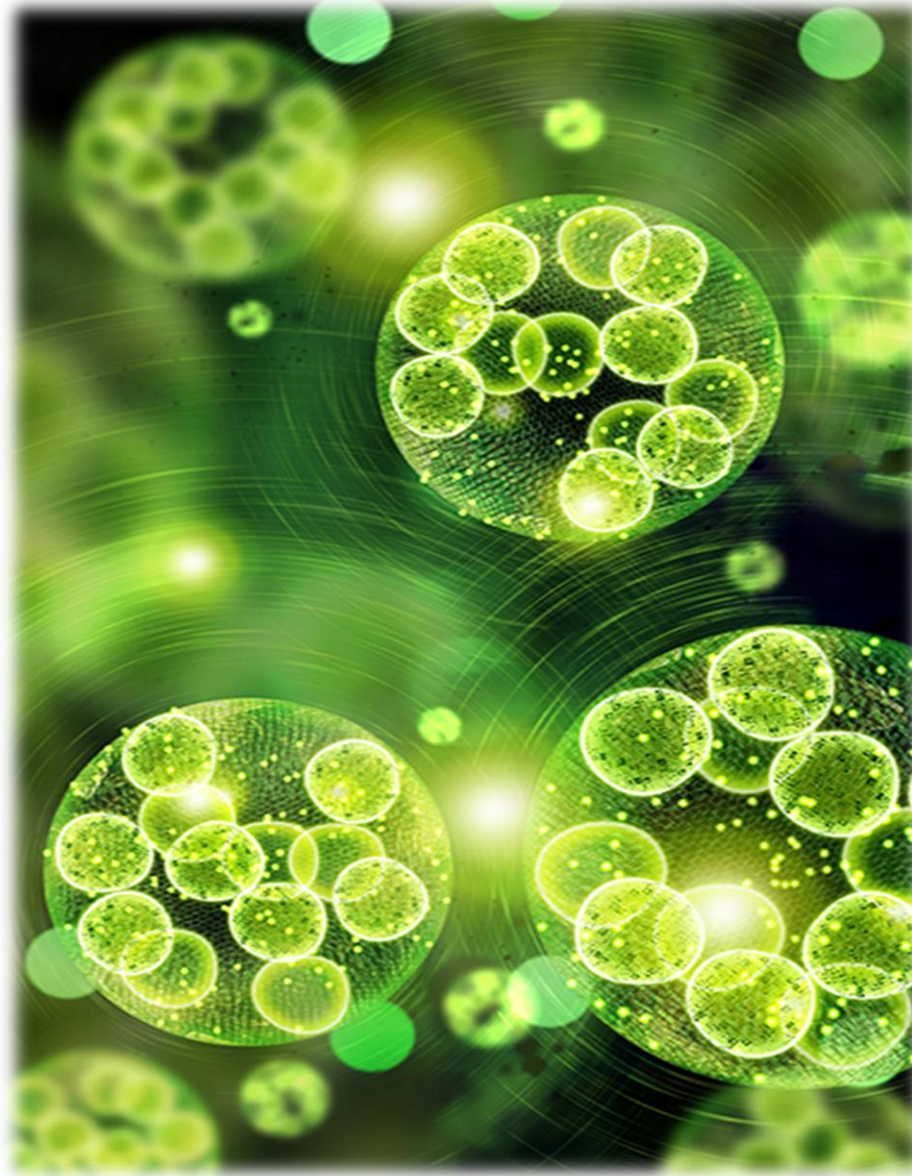
Direction of the research project

- ❑ Life and Health Sciences.
- ❑ Biotechnologies in agriculture and environmental protection.
- ❑ Genomic editing technology, marker-related and genomic selection for improving economically valuable traits of plants and animals.

- ***Period of the project:***
2020-2022
- ***Head of the project:***
- Meldebekova A. A.
- ***E-mail:***
- Meldebekova@kaznu.kz



Projects in Al-Farabi Kazakh National Universities



- Title of the project:

«Development of technology for producing biodiesel based on active microalgae strains»

Direction of the research project

- ☐ Life and Health Sciences.
- ☐ Biotechnologies in agriculture and environmental protection.
- ☐ Innovative biotechnologies for obtaining alternative energy sources

- ***Period of the project:***
2020-2022
- ***Head of the project:***
- Bolathan K.
- ***E-mail:***
- Kenzhegul.Bolatkhan@kaznu.kz



Projects in Al-Farabi Kazakh National Universities



Bio Fertilizer



- Title of the project:

«Development of technology for obtaining biofertilizers based on nitrogen-fixing cyanobacteria»

Direction of the research project

- ❑ Life and Health Sciences.
- ❑ Biotechnology for the creation of bio fertilizers and biological preparations for the fight against diseases of agricultural plants.

- ***Period of the project:***
2020-2022
- ***Head of the project:***
- Sadvakasova A. K.
- ***E-mail:***
- Asem.Sadvakasova@kaznu.kz



The project will contribute to the

- training of highly qualified personnel in **Russia, Kazakhstan** and **Mongolia** in the use of SmartCity technologies;
- significantly increase the popularity of SmartCity research among students in these countries, increase the percentage of graduate employment;
- will launch the implementation of diploma programs;
- expand international cooperation, etc.



The project corresponds with the principles of the **Bologna Process**, which aims to create a European space for higher education through a unified new degree system, the European quality dimension and the recognition of degrees and study periods abroad.



The implementation of the project in Al-Farabi Kazakh National University will take place on the basis of **two faculties** - **faculty of Mechanics and Mathematics** and the **IT faculty**.

*Thank You
For Your Atten.*

