



Astana – 19th November, 2014



exams



who should be interested?





industry : institutions : individuals



why should you be interested?

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case
study



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exams

are
exams
a necessary evil?

“There can be no such thing as a necessary evil. For, if a thing is really necessary, it cannot be evil and if it is evil, it is not necessary.”

Tiorio

are
exams
a necessary evil?

pros



cons

black or white?



shades of grey?



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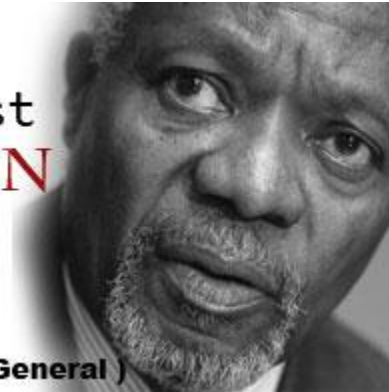
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It has been said that
arguing against
GLOBALIZATION
is like
arguing against
THE LAWS OF GRAVITY

Kofi Annan (Former UN Secretary-General)

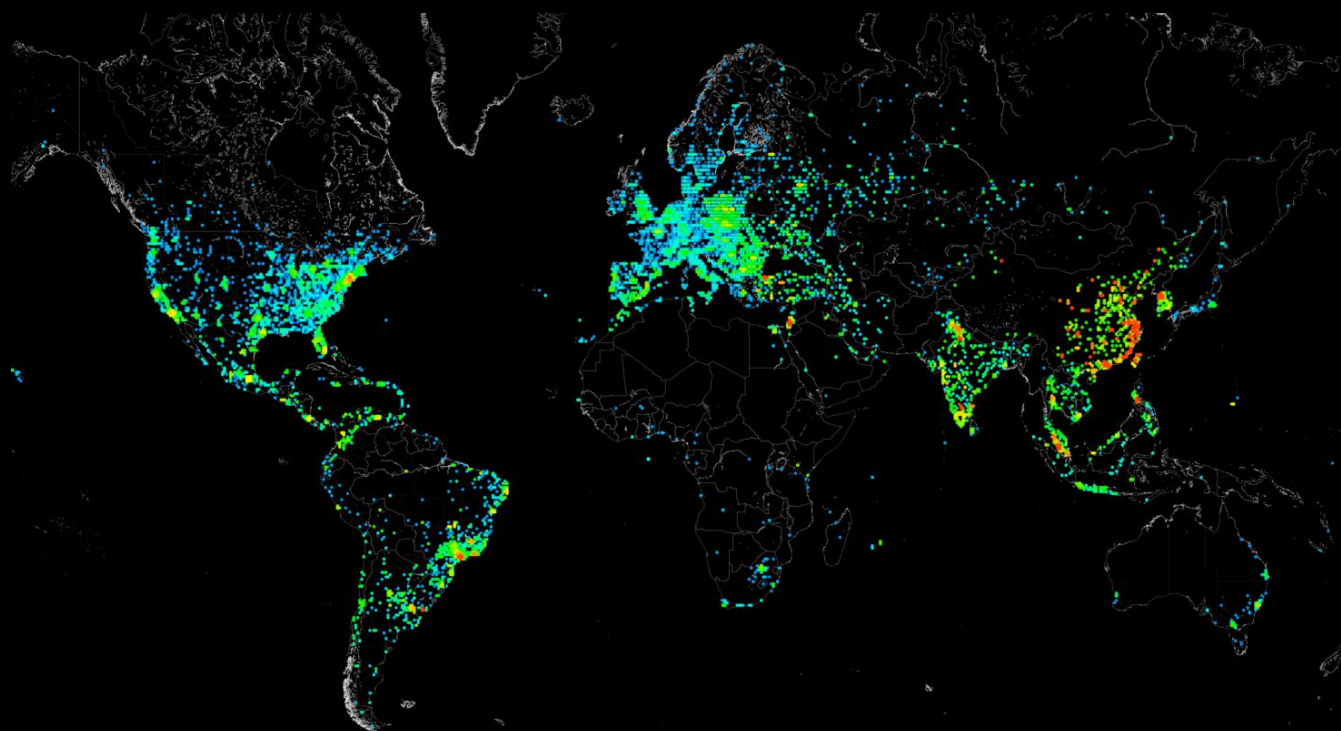




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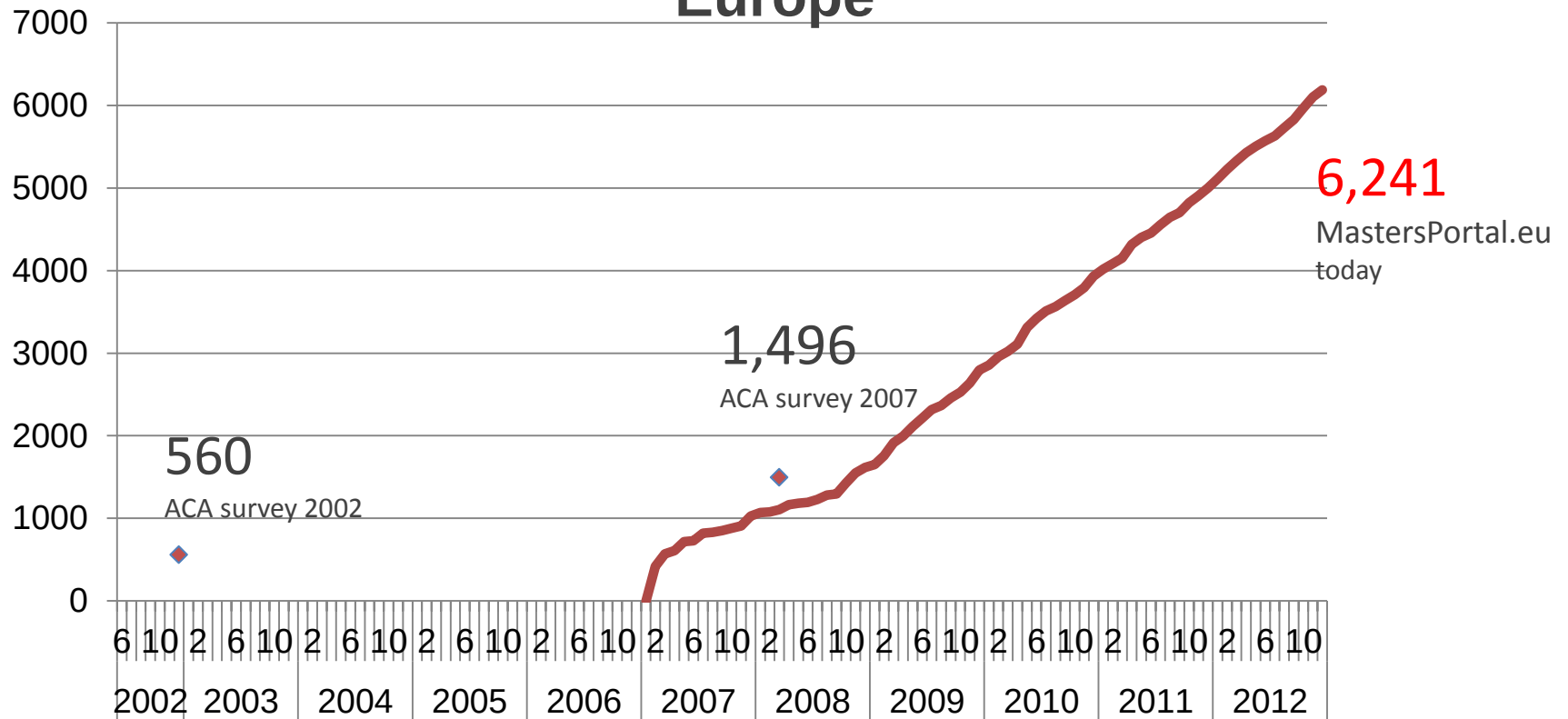


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Common European Framework of Reference (CEFR)

Proficient user	C2
	C1
Independent user	B2
	B1
Basic user	A2
	A2

English-Taught Master's Programmes in Continental Europe



**English-Taught Programmes in European Higher Education. The Picture in 2007. Wächter, Bernd & Maiworm, Friedhelm. Bonn: Lemmens, 2008*

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Learn what students have to say about their study experience in Europe.

Denmark



No. students:	259
No. reviews:	402
Average rating:	9 / 10

Whatever you choose to study in Denmark, you can expect outstanding quality - with leading international research and education in areas like biotech, meditech, cleantech, IT, architecture and design. Studying in Denmark is an investment in your future career.

United Kingdom



No. students:	566
No. reviews:	776
Average rating:	9 / 10

The UK has probably one of the most cosmopolitan societies within Europe and you will study with people from all over the world in this truly multicultural society. The variety of universities and degrees is broad and degrees will be accepted worldwide. Some of the world's best

Germany



No. students:	752
No. reviews:	1056
Average rating:	9 / 10

Universities in Germany are famous for excellent education, not only in engineering. German degrees are recognized all around the world and have a strong international focus. Various scholarships and special support for international students are available.

France



No. students:	526
No. reviews:	746
Average rating:	8 / 10

Except for universities for architecture, arts and design as well as Engineering & Management, France is also famous for its good food and wine. The French universities offer a broad range of programmes, no matter if you study in Paris, Nancy or Bordeaux.

Norway



No. students:	190
No. reviews:	289
Average rating:	9 / 10

The United Nations consistently ranks Norway as having the highest standard of living in the world based largely on average levels of education and income, combined with expected length of lifetime, but also factors like human rights and cultural freedom.



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is designed to assess a test taker's
English language ability

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UNIVERSITY of CAMBRIDGE
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135

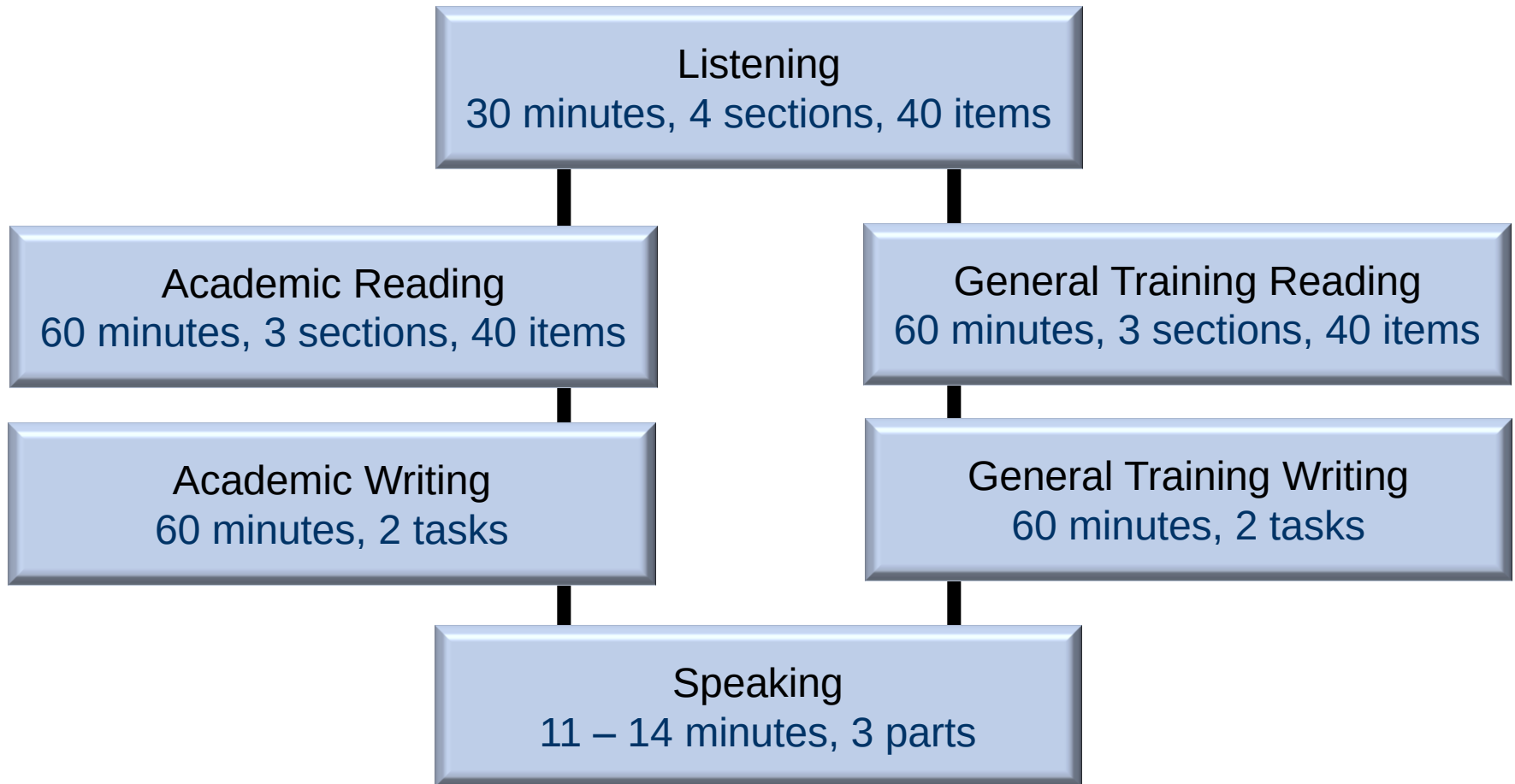
2.3 million

IELTS™

9,000 : 3,000



the global test



- 9 Expert user
- 8 Very good user
- 7 Good user
- 6 Competent user
- 5 Modest user
- 4 Limited user
- 3 Extremely limited user
- 2 Intermittent user
- 1 Non user
- 0 Did not attempt the test

Common European Framework of Reference (CEFR)

Proficient user	C2	IELTS	9
	C1		8.5
Independent user	B2		8
			7.5
	B1		7
			6.5
Basic user			6
	A2		5.5
			5
	A2		4.5
			4

IELTS is ...

tried and tested, authentic,
personal and secure



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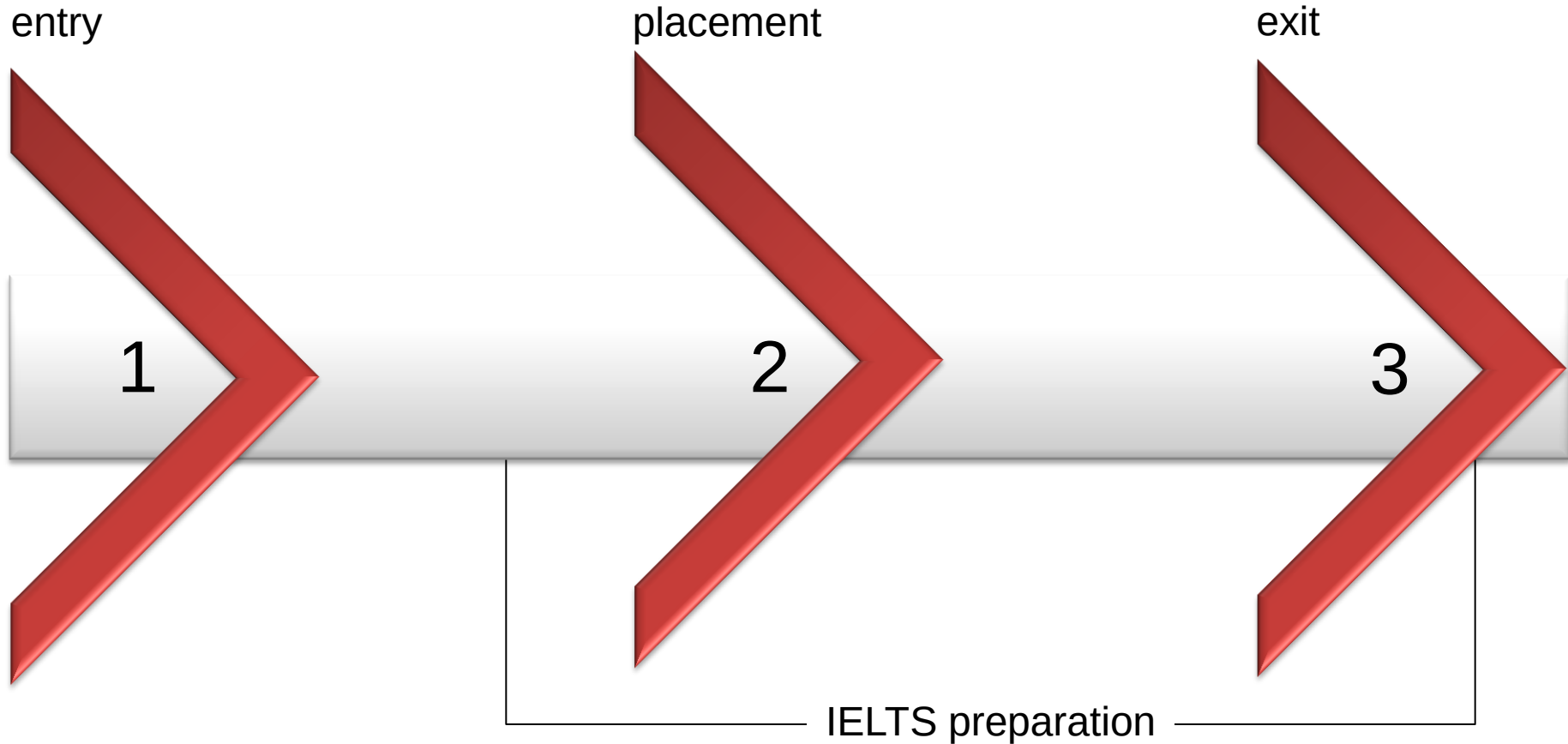


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“by failing to prepare you
are preparing to fail”

Benjamin Franklin





test users
test takers



win : win

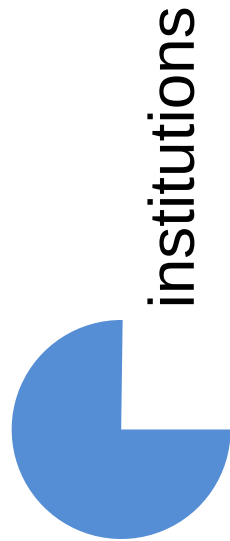
win : win







industry



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individuals

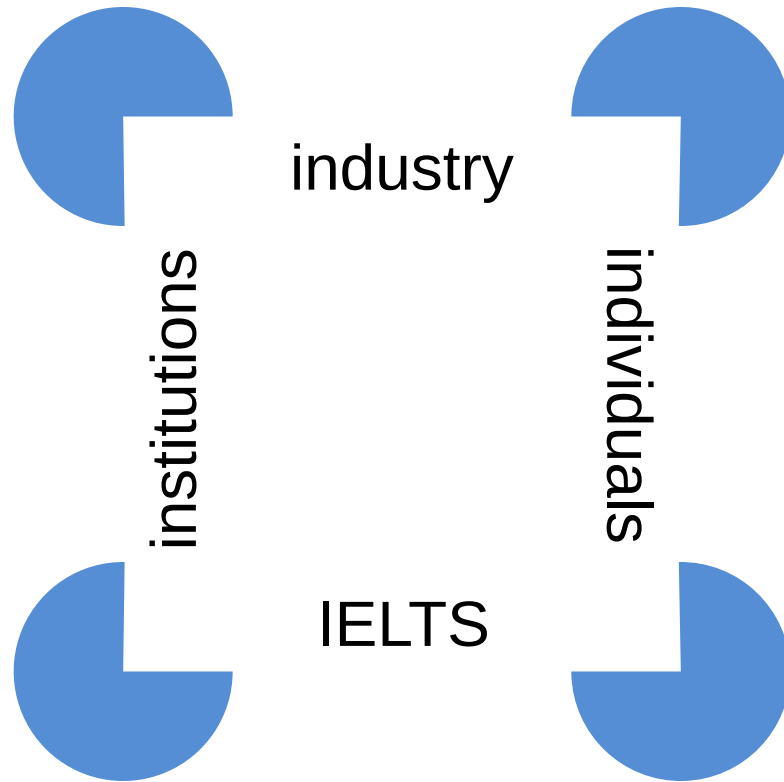
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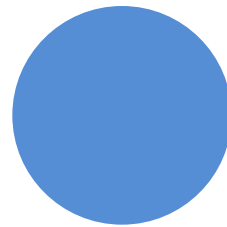
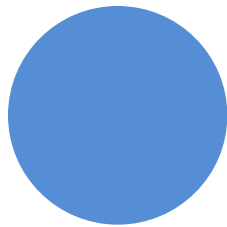
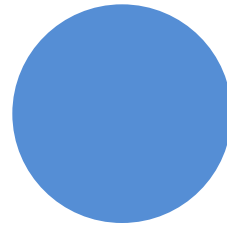
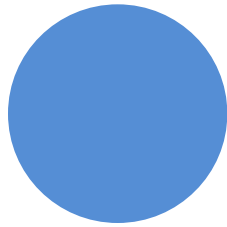
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