



# HAND BOOK ALMAU

2023



## ABOUT HANDBOOK

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### **Dear friend!**

**You became a student at the best entrepreneurship university in the country - Almaty Management University. You have joined a large team that has a mission, goals, tradition, values and corporate culture. A new stage in your life - your student years - begins! The motto of the student fraternity has always been:**

**“The one who walks will master the road!”**

**This guide will help you adapt faster to a new environment and learn everything that will be useful and interesting to you in the coming year!**

**Best wishes, AlmaU team!**

# GREETINGS FROM THE RECTOR

**Dear freshman,**

Today you are opening the doors to a new stage of your life. I am sincerely glad and grateful that you chose AlmaU and will spend your best years within the walls of our university -student life.

I have been working at this university for more than 20 years, and we can confidently say that AlmaU is a university where innovation, creativity and entrepreneurship have become the basis of education. We strive to create a unique educational environment that will allow you to develop your talents, acquire the knowledge and skills necessary for a successful career in the complex world of the 21st century. The university gives everyone who comes into its orbit the opportunity to discover their leadership potential and become more ambitious. Make the most of all the opportunities the university provides.

2023 is an anniversary year for AlmaU, we are celebrating our 35th anniversary. All these years, the university has been developing very rapidly, implementing innovative educational, scientific and social projects, and has deservedly received international recognition through global accreditations and ratings.

Our university offers you not only theoretical training, but also practical opportunities to apply the acquired knowledge. We actively collaborate with leading companies and startups to provide you with internships, projects and real-life work experience during your studies. Your education will be based on modern technology, research and international experience. Our teaching staff consists of experienced and highly qualified professionals who will mentor and mentor you on your educational journey.

AlmaU has always been known for its student clubs, where you can develop your skills in leadership, communication and event management. Your involvement in university life will help you broaden your horizons, build valuable connections and create unforgettable memories.

University is not only a place for education, but also for personal development. We encourage you to be open to new ideas, to be active participants in the university community and to embrace the challenges that your studies have to offer.

I am proud that you have become part of our progressive university. We will do everything we can to help you succeed and make your dreams come true.

**I wish you good luck on your educational journey at AlmaU. Welcome to our family!**

**With best wishes,**

**Gulnara Kurenkeeva**

**Rector of AlmaU**

# WHAT IS ALMAU?

## MISSION

"We make the world a better place through education, research and entrepreneurship."

AlmaU has been on the education market for more than 34 years, the oldest private university in the country, the 1st business school of the Republic of Kazakhstan, a pioneer of business education in the CIS



The history of AlmaU began with a small School of Management back in 1988. A school that became the first sign of producing new generation managers for our young country. In 1996, when the first stage of development was successfully completed, the Almaty School of Managers (ASM) was transformed into the International Academy of Business. And 25 years after the creation of the MAB entered the next round of the upward spiral -the Academy received the status of the UNIVERSITY. In accordance with the new AlmaU strategy, in 2014 the university set a course for creating a model of an entrepreneurial university.

1988 ASM

1996 IAB

2014 AlmaU

# VISION

Almaty Management University- is a world-class, entrepreneurial, socially responsible university.

# KEY VALUES

1. Leadership
2. Entrepreneurship
3. Honesty
4. Sustainable development
5. Responsibility

# STRATEGIC DIRECTIONS

To achieve the vision of AlmaU 2025, implement strategic goals and strengthen AlmaU's contribution to the development of society (Meaningful & Impactful University), **4 strategic directions have been identified:**

1. Knowledge management
2. University entrepreneurship ecosystem
3. AlmaU's contribution to the development of business, government, society and education
4. People, Culture and Leadership

# STRATEGIC GOALS ALMAU BY 2025

1. Top 200 business university in the world
2. 5 Eduniversal Palms of Excellence
3. Top 3 best business school in Eurasian Economic Union (EEU)
4. Top 100 Entrepreneurial University in the World with Triple Crown accreditation

# FRESHMAN CHECKLIST

- ✓ Attend orientation week
- ✓ Pass an audition at a student club
- ✓ Go to student initiation
- ✓ Become a dual degree student
- ✓ Lead an active student life
- ✓ Make friends with the guards
- ✓ Do not fail a course
- ✓ Choose a place to eat
- ✓ Buy samsa from Madyorjon
- ✓ Spend the night at the university
- ✓ Become a friends with Uncle Kostya



# ALMAU SCHOOLS

## ☆ School of Management

- Marketing
- Management
- Logistics
- Global Management
- Digital Marketing
- Content, Marketing and Data Analysis

## ☆ School of Politics and Law

- International Relations and Economics
- Business Law (Jurisprudence)

## ☆ School of Economics and Finance

- Finance
- Business Analytics and Economics
- Accounting and Auditing

## ☆ School of Digital Technologies

- Product Management
- Data Science
- Software Engineering
- Information systems
- Content, Marketing and Data Analysis

## ☆ School of Entrepreneurship and Innovation

- Business administration in entrepreneurship

## ☆ Urban Center

- Urban studies and city management

## ☆ School of Hospitality and Tourism

- Restaurant and Hotel Business
- Tourism and Event-Management

## ☆ Media and Film School

- Public Relations (PR)
- Digital Journalism (New Media)
- Digital Filmmaking
- Content, Marketing and Data Analysis

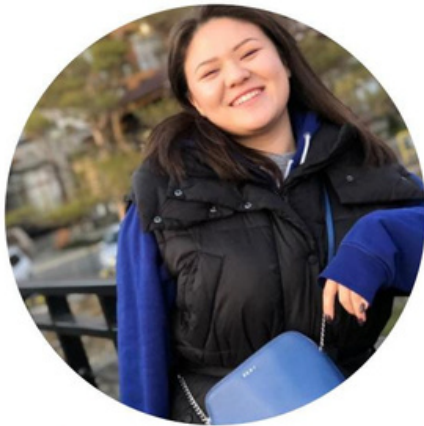
## ☆ Sharmanov School Of Health Sciences

- Psychology

## ☆ Sport Management Center

- Sport management
- Sport psychology

# HOW DO WE SUPPORT STUDENTS?



**AIGERIM SAGINTAYEVA**  
**@SAGINTAYEVAA**



**ILYAS AZELKHANOV**  
**@ELAZART**

## Start Up Night AlmaU

A night at the university, where students work together with mentors to create their projects for 12 hours

## Crack It

City case championship, where teams of participants work to find solutions to business problems of Kazakh and international companies. Teams from Narxoz, KIMEP, KBTU, KNU, SDU, and AUCA universities are taking part in the championship.

## SumJob

Seasonal business competition, where you can win 500,000 tenge for the development of your project.

## Babson Global Student Challenge

A competition of student projects aimed at addressing the 17 UN SDGs and allowing you to win a trip to the USA to the No. 1 university for entrepreneurship, Babson College.

## HOW TO CONTACT US

Office #418 | @entrepreneurship.almau



# CODE OF ETHICS

01

## PROHIBITED

copy or present other people's work, for example: essays, papers, tests, diplomas and other works, including Internet resources, as the results of your own work;

02

## PROHIBITED

to use obscene and abusive words in speech expressions, as well as incorrect gestures;

03

## PROHIBITED

Smoking in unauthorized places and drinking alcoholic beverages and being drunk on the premises

04

## VANDALISM

deliberate damage or destruction of the University property



With full ethical code,  
you can find it here:



#TRAVELWITHALMAU



## ACADEMIC MOBILITY UNIT

We are pleased to offer you a wide range of academic mobility programs at partner universities in different countries of the world.

**Academic mobility** - is an opportunity to continue studying at a foreign university according to the program chosen at AlmaU and gain experience in foreign education, strengthen your knowledge of foreign languages, get acquainted with the development features and culture of foreign countries, expand your circle of international friends and partners.

		Competitive selection	Duration of the program and actual mobility period
<b>Double Degree</b>	Allows you to obtain a partner university diploma in addition to AlmaU main diploma in accordance with the agreement between universities in less time than it would take separately	February-March	1-2 academic years August -June
<b>Exchange program</b>	Study at a partner university for 1 semester or the entire academic year with mandatory credit transfer in selected disciplines according to the AlmaU program curriculum	August-September February-March	3-6 months January- June 3-6 months September -January
<b>Summer &amp; Winter schools</b>	Short-term mobility with prepared program consisting of educational, cultural and entertainment parts, administered directly by the host university	February -April October -November	1-5 weeks June August 1-2 weeks January
<b>Online exchange</b>	Completing courses and modules at a partner university in an online format with obtaining a certificate and possible transfer of credits	During a year according to partners' requests	1-9 weeks throughout the year



## List of necessary documents

1. Online application for participation;
2. Motivation letter;
3. Transcript;
4. 2 letter of recommendations;
5. Copy of passport;
6. Copy of the curriculum;
7. If you have a copy of IELTS, TOEFL certificates and other documents, confirming active performance in the university;

## Requirements to candidates:



Successfully complete at least 1 semester at AlmaU



not lower than 3.0

Upper-intermediate (B2)

For all questions:



[global\\_almau](mailto:global_almau)

Reviews, feedback,  
news:



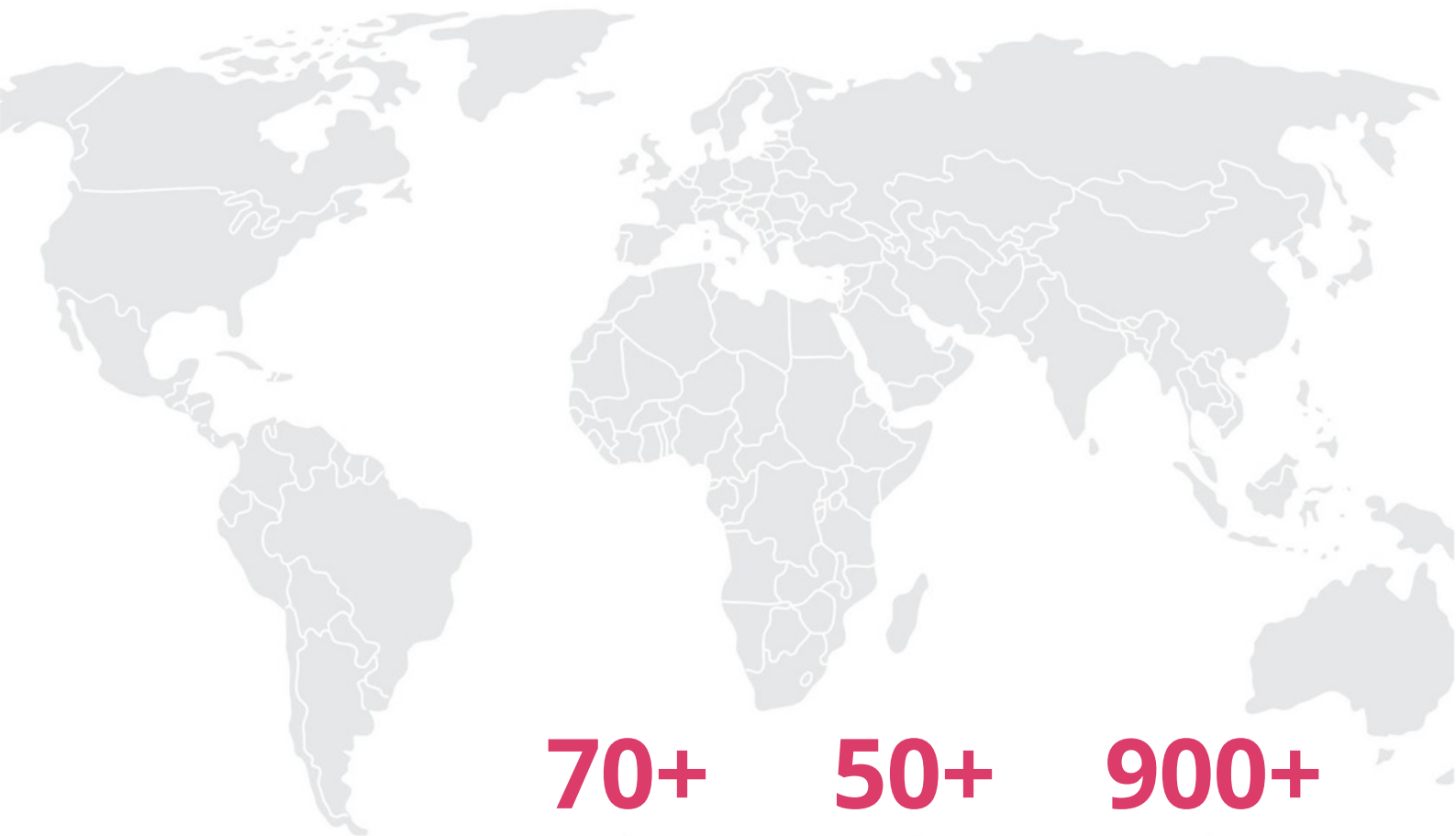
[global@almau.edu.kz](mailto:global@almau.edu.kz)



[www.facebook.com/AlmaUInternational](https://www.facebook.com/AlmaUInternational)



## INTERNATIONAL COOPERATION



**Historical  
reference**

**70+**

issued grants and  
scholarships  
diploma

**50+**

students  
on double  
degree

**900+**

students  
in exchange

**36**

countries  
of the world

**35**

double degree  
program

**60+**

partner  
universities

**For 2023-2024  
academic year**



## INTERNATIONAL COOPERATION

### EUROPE (16)

-  Austria
-  Belarus
-  Belgium
-  Germany
-  Georgia
-  Spain
-  Latvia
-  Lithuania
-  Poland
-  Portugal
-  Russia
-  Finland
-  France
-  Croatia
-  Switzerland
-  Montenegro

### ASIA (9)

-  Vietnam
-  Hong Kong
-  India
-  Indonesia
-  China
-  Korea
-  Malaysia
-  Philippines
-  Japan

### CENTRAL ASIA (4)

-  Azerbaijan
-  Kyrgyzstan
-  Tajikistan
-  Uzbekistan

### AMERICA (5)

-  USA
-  Colombia
-  Costa Rica
-  Mexico
-  Ecuador

### MIDDLE EAST AND NORTH AFRICA (2)

-  Egypt
-  Türkiye

## CAREER PLANNING CENTER

- The Career Planning Center assists university students and graduates in career planning and development, as well as in establishing and maintaining alumni connections with the University and with each other

## ACTIVITIES OF THE CAREER CENTER

- Organizing and conducting special trainings, seminars and master classes for students and graduates on building a successful career;
- Training and assistance in writing resumes, cover letters and gratitude letters;
- Work with university students on information, career guidance and career planning;
- Assisting university students and graduates in implementation of their career plans;
- Conducting research on the employment of graduates and their career growth;
- Labor market monitoring;
- Organization of activities to ensure additional employment for students;
- Assisting students in finding places for professional internship;
- Assistance to graduates and students in changing jobs and professional reorientation;
- Organizing and conducting events aimed at employing students and graduates



# STUDENT DEVELOPMENT CENTER



**Student life** - is not only about studying, but also about fun meetings with friends, discos, sports competitions - everything that will be remembered for a lifetime

**Student years** - are a period in the life of everyone who is lucky enough to enroll in the university.

**Student Development Center** - plays a vital role in shaping student life. The scope of activity of the SDC are educational activities and the development of spiritual, moral, civil, patriotic, professional, creative and sports activities among students

**The Leader** - is the person responsible for the development of students (the main mentor and inspirer). Has the right to involve students in public works/events, manages student organizations, controls and prevents gross violations of discipline through reprimands, up to expulsion

**The Student Council** - is a creative team that consists of leaders of student organizations to develop relationships with city, national and international entities and to promote vibrant student life, as well as conduct university student events

**Altyn Tamga** - is an annual student award for high achievements in studies and student life, the winners of which receive discounts for education ranging from 15%–50%

# STUDENTS' CLUBS



## PRIDE

 [pride.almau](https://www.instagram.com/pride.almau)

A student organization that organizes events at various levels and covers all the news within the walls of AlmaU. Organization aimed at developing professional qualities in students and strengthening relationships between participants

**Mission:** Creating conditions for students' self-development and cultivation of organizational skills. Creating a friendly, "family" atmosphere between students



## SPORT LIFE

 [sportlifealmau](https://www.instagram.com/sportlifealmau)

A sport club that organizes sports and charity events on the city and university level. For 12 years the club keep following 3 golden rules: **Respect, Discipline, Mutual** assistance

**Mission:** To help students grow up painlessly by organizing quality city events



## HUNTERS

 [almau\\_hunters](https://www.instagram.com/almau_hunters)

Brand Ambassadors and AlmaU Agitation Brigade. They are engaged in promoting the university in Kazakhstan and beyond.

**Mission:** of the "Hunters" agitation team is to interest and attract as many people as possible to AlmaU. The Hunters Brigade is a group of students and university representatives **who work together to achieve the following goals:**

- ➔ Raising Awareness: Hunters is committed to spreading the word about Almau to a wider audience
- ➔ Promoting benefits: Hunters highlights the benefits that Almau offers
- ➔ Answer to questions and advice: Hunters provides information and advice on all matters related to Almau
- ➔ Organization of events and tours: The Hunters crew organizes events such as open days and other





## CHEERLEADERS

 [cheerleaders.almau](#)

### Mission:

AlmaU team support group, aimed at developing sports, dance, acrobatic and gymnastics skills among students. We also organize show programs for students throughout the year.



## DAT

 [dat.almau](#)

- Promotion of the Kazakh language among ALMAU students
- Helping students overcome the language barrier;
- To enable the use of the Kazakh language in everyday life;
- To provide an opportunity to develop the ability to learn the Kazakh language;
- An appendix on the traditions and history of the Kazakh people providing information;
- Formation of Kazakh environment;
- To attract students to Kazakh culture



## SKYLINE

 [skyline.lab](#)

### Mission:

To increase the number of competitive individuals who can build a successful career, find like-minded people and turn their ideas into reality. Increase trade turnover in the country, raise the economy to a new level. Export more than import. Thus, one step closer to improving living conditions



## LUMOS

 [lumos.almau](#)

A creative organization that aims to develop creative potential and talent among students, as well as develop skills in organizing events of any scale



## MAFIA

 [mafia.almu](https://www.instagram.com/mafia.almu)

Student club that hosts weekly Friday games within the walls of the university. Also various events, tournaments on sports Mafia. The club's mission is to develop different skills

### For example

- Effective and impressive self-presentation;
- Oratory and persuasiveness;
- Creating a successful "image";
- Nonverbal influence skills;
- The art of listening and hearing
- Leadership development;
- Argumentation and handling of objections;
- The skill of remembering all the "moves" of a complex negotiation;



## SYNERGY

 [synergy.almu](https://www.instagram.com/synergy.almu)

The ability to build a civil society through the distribution of a culture of dialogue, the development of communicative and managerial competence of participants, increasing the social and political activity of youth and the development of a culture of parliamentarism. Solve broad problems of involving young people in the discussion of pressing socio-political issues, providing students with the opportunity to gain additional knowledge and skills. Provide constant university participation in various student debate tournaments and events.



## MOF

 [mof.almaty](https://www.instagram.com/mof.almaty)

An urban-scale event organization that organizes the most high-profile events throughout the city. MOF is a chosen family that honors traditions and passes on its knowledge

**Once a MOF is always a MOF**



## REMUS

 [remus.almaty](https://www.instagram.com/remus.almaty)

Event organization, which began its activities since May of 2015. The student club organizes entertainment events of various sizes. We have more than 100 successfully completed events.

## LIBRARY ALMAU

The AlmaU library is one of the main departments of the university, providing high-quality information support for the educational process and scientific research. The university library has created the necessary conditions for users who can quickly obtain the documents they need as a hard copy and on electronic platforms.

All current information is available on the library website: <http://lib.almau.edu.kz>

### Working hours:

**Monday –Friday** from 8:00am to 18:00pm  
**Saturday** from 9:00am to 17:00pm  
**Sunday** day off

## FOOD ALMAU

1. Cafe on the 1st floor
2. Coffee shop on the 3rd floor
3. Dining room on the 1st floor

### Working hours:

**Monday –Friday** from 8:00am to 18:00pm  
**Saturday** from 9:00am to 17:00pm  
**Sunday** day off

## SPORT ALMAU

SAMBO  
KARATE  
FOOTBALL  
BASKETBALL  
VOLLEYBALL  
GYM

### Working hours:

**Monday –Friday** from 8:00am to 18:00pm  
**Saturday** from 9:00am to 17:00pm  
**Sunday** day off

## Student Support Centre

Almaty Management University (AlmaU) recognizes the importance of ensuring that higher education is accessible to students from all socioeconomic backgrounds. To support low-income students and reduce financial barriers to education, AlmaU may provide a range of assistance and resources, including:

- Scholarships and Financial Aid
- Work-Study Opportunities
- Housing Assistance
- Counseling and Support Services
- Career Development Programs

**Working hours:** office #111  
**Monday –Friday** from 8:00am to 18:00pm  
**Saturday** from 9:00am to 17:00pm  
**Sunday** day off

## Psychological support

The primary goal of this unit is to provide a range of services that address the psychological and emotional needs of the university community.

- Counseling and Therapy
- Mental Health Education
- Crisis Intervention
- Supportive Environment

**Please contact us:** [I.berikbalanova@almu.edu.kz](mailto:I.berikbalanova@almu.edu.kz)

## Health Service

Almaty Management University provides first aid, health support for faculty, administration, students. A full-time physician is always on place during official office hours. The physician monitors the compliance of the university staff with officially stated health monitoring norms (general health state, fluorography, calendar vaccination). Any student or staff may come the medical cabinet to have a medical help, first aid and a provide sexual or reproductive counseling. Students also have access to an annual medical examination at the university in cooperation with A-CLINIC.

**Working hours:** office #135  
**Monday –Friday** from 8:00am to 18:00pm  
**Saturday** from 9:00am to 17:00pm  
**Sunday** day off

# GRADING SYSTEM

A	95 –100	4.0	excellent
A-	90 –94	3.67	excellent
B+	85 –89	3.33	good
B	80 –84	3.0	good
B-	75 –79	2.67	good
C+	70 –74	2.33	good
C	65 –69	2.0	satisfactorily
C-	60 –64	1.67	satisfactorily
D+	55 –59	1.33	satisfactorily
D	50 –54	1.0	satisfactorily
FX	25 –49	0.5	unsatisfactory
F	0 –24	0	unsatisfactory

