



ALMA
ALMATY MANAGEMENT
UNIVERSITY
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Arizona State University

**SUSTAINABLE
DEVELOPMENT
GOALS**



AlmaU Impact Report 2021

We are aiming to make the world better through the development of education, research and entrepreneurship

Contents

3	Rector's Welcome Message	22	Environment
4	AlmaU Today	23	Healthcare
5	AlmaU in a Glance	24	Platform for Open Dialog
6	AlmaU Schools	26	Social Responsibility & Engagement
7	AlmaU Labs & Centres		
8	International Rankings & accreditations	30	Scholarships & Tuition Discounts
10	Students Life	31	Volunteering
11	Value Delivery, Impact, Commitment and Resilience	32	Entrepreneural University
14	Third Mission	35	Partnership with Government & Society
16	AlmaU Book	36	Business Education in Action
17	Equality & Diversity	38	AlmaU SDG Cases
21	Academic Integrity	39	Contact Information

Rector's Welcome Message



Dear Colleagues and Friends!

AlmaU is happy to present its Impact Report that reflects AlmaU openness and continuous commitment to the sustainable development.

We would like to share our achievements of the year and hereby express our aspiration to promote social responsibility and engagement of AlmaU in addressing the UN SDGs.

The Impact Report highlights main social, economic and environmental activities and events that correspond to the UN Global Agenda.

We want to take this opportunity and thank all our partners and colleagues for the fruitful collaboration.

We look forward to meaningful partnership and joint progress to nurture sustainability and resilience for the benefit of AlmaU society, our country, region and worldwide!

Sincerely,

Dr. Gulnara Kurenkeyeva

AlmaU Rector

AlmaU Today



AlmaU Management University (AlmaU) is an entrepreneurial and socially responsible university located in AlmaU, Republic of Kazakhstan. Since its establishment in 1988 AlmaU took the path of bringing innovative programs and projects to the market and developing an entrepreneurial spirit and a sense of social responsibility among students, faculty and impacted communities.

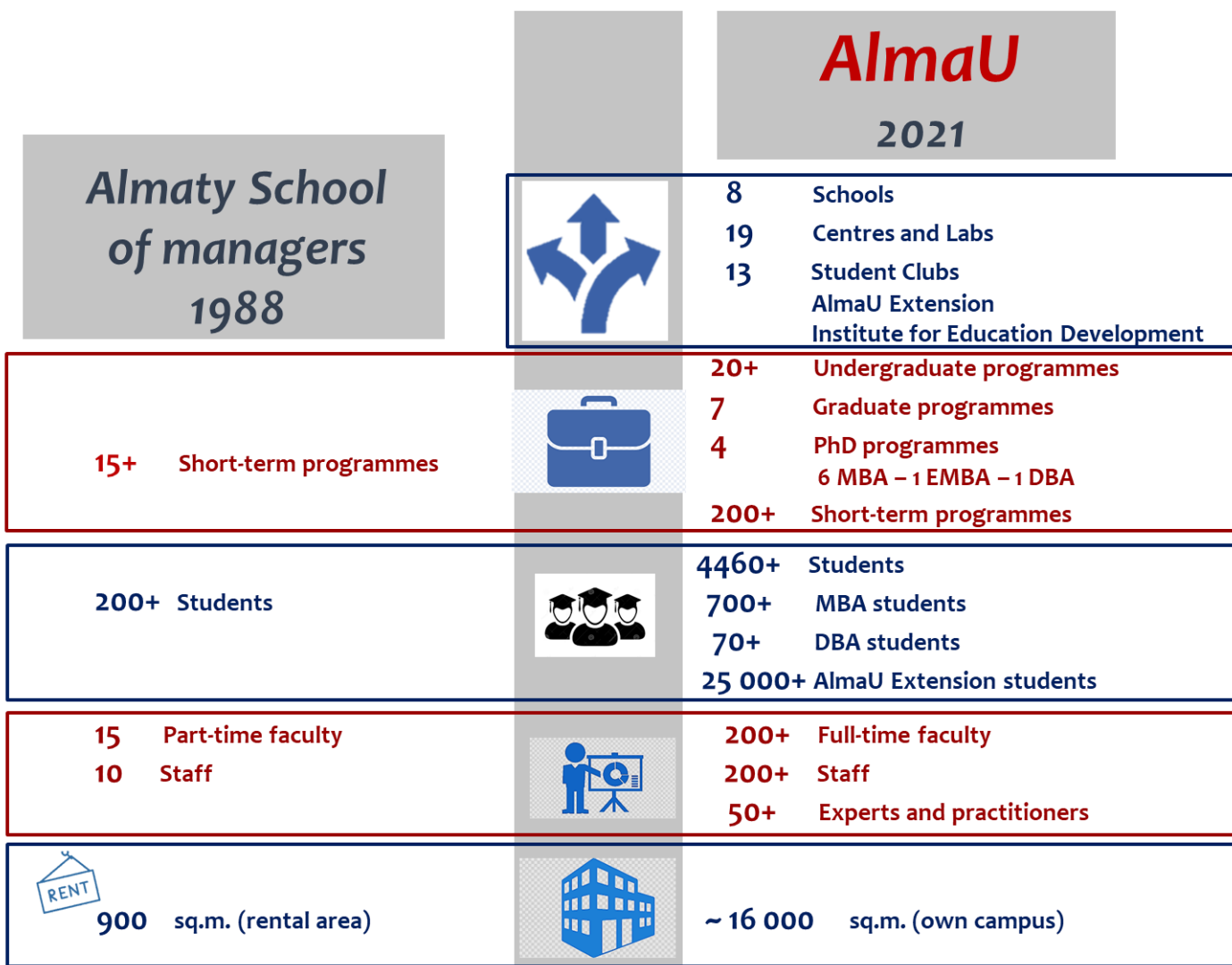
Today, AlmaU Management University is a large community of successful alumni, creative students, distinguished faculty and esteemed partners. We broadcast the entrepreneurial mindset all over Central Asia, supporting economic growth through education.

AlmaU collaboration network includes international partners across 40+ countries. AlmaU offers 20+ double degree programs with 12 partner-universities in 6 countries.

AlmaU is a member of Cintana Alliance, a global network of ambitious universities working together to build and scale high-quality academic programs that respond to their country's economic needs. The long-term strategic partnership, launched in the beginning of 2021, is aimed to expand AlmaU's academic programs in order to serve the fast-growing demand for postsecondary education across Kazakhstan and Central Asia.



AlmaU at a Glance



Financials as of 2020-2021	Tenge, mln.	USD, mln.
Revenue (total)	3 332	7,8
Expenditure (total)	3 089	7,2
NET PROFIT	243	0,6
EBITDA margin	19%	19%

AlmaU Schools



SCHOOL OF ECONOMICS AND FINANCE



GRADUATE SCHOOL OF BUSINESS



SCHOOL OF MANAGEMENT



SCHOOL OF HOSPITALITY AND TOURISM



SCHOOL OF ENGINEERING MANAGEMENT



SCHOOL OF POLITICS AND LAW



MEDIA AND FILM SCHOOL



SCHOOL OF ENTREPRENEURSHIP AND INNOVATION

AlmaU Labs and Centres



Center for Urbanism and City Management



Digital Competence Center



Center for Social Entrepreneurship



NGO Academy



Mediation and Conflict Management Centre



Centre for creative industries



AlmaU BILIM Lab



Design Lab



Neuromarketing Lab



Cyber Range Polygon



Simulation room



MediaLab



Robotics Lab



Demo Court room



Laboratory of Happiness



Sports & Art zone



Tea Room – Hospitality Lab



Boiling point Qaynar Bulaq - open public creative space



Language Center



Oratory Lab



International Rankings



QS Executive MBA Ranking 2021 **# 22**
Joint Programme with GSM SPBU

QS Global EMBA Ranking 2020 **# 96**

QS Global MBA Ranking 2022 **Top 35 in Asia**

QS Global MBA Ranking 2022 **Top-250**



Eduniversal **4 Palmes of Excellence**
(2013-2021)

Eduniversal Global Business School Ranking
Top 3 in Central Asia (2017, 2019)



Eduniversal Best Masters Ranking
TOP places in Central Asia (2017-2021)



Times Higher Education
Impact Rankings 2021
601-800 place



**# 2 (in Double Degrees) &
6 (in partnership with highly ranked
Business schools) in CIS**
Expert AC Ranking of business schools
(2017-2021)

International Accreditations



Global Accreditation of MBA Programmes

AMBA (2013-2026)



International Quality Accreditation

IQA CEEMAN (2010-2022)



Graduate School of Business & School of Tourism & Hospitality

BGA (2021-2026)

International Awards



CEEMAN Champions Awards

- **School Leader of the Year (2021)**
- **Responsible Management Education (2017)**
- **Institutional management (2014)**



BMDA Awards

- **Significant Impact (2021)**

Student Life



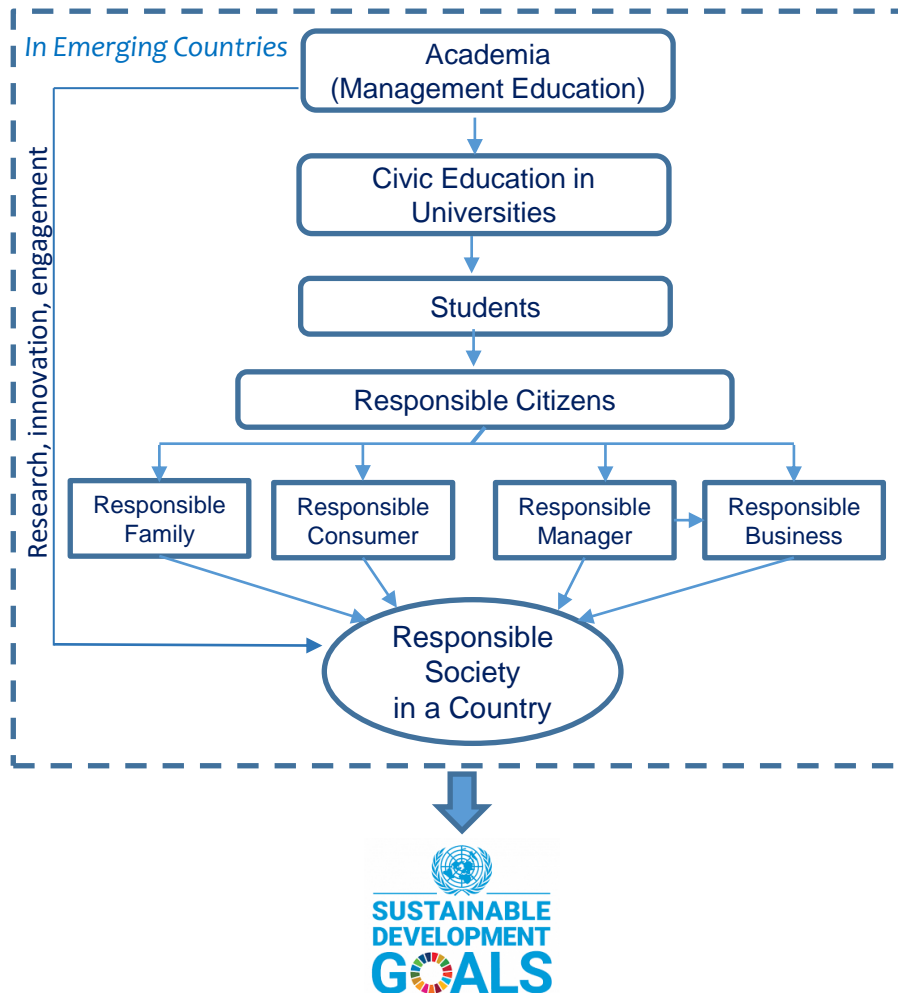
Students not only focus on studies and development, but also have the opportunity to make decisions on the university progress. The Student Council is a separate unit at the university, headed by the Student President, who is the member of the Academic Board and other important collegiate entities inside the university. The Student Council runs 13 student clubs that cover academic, professional, entertainment, arts and sports activities.

The Student Registration, Development and Support Department helps students solve academic and finance-related matters. The Department comprises of Registrar's Office, Student Support Center, Advising Center, Student Development Center, Career Planning Center as well as the Alumni relations office.

The Career Planning Centre helps students find internships and facilitates their early-career professional development. The Advising Centre helps students with their personal matters, as well as mentoring them to make informed decisions about their academic and professional paths.



Value Delivery, Impact, Commitment and Resilience



We believe that:

Education is the main driver of development of a country.

Civic education is a driving force to create impact on societies.

Emerging countries (rising societies) need responsible management education.

To achieve SDGs, social responsibility should be the core to education, teaching & operations.

Value Delivery, Impact, Commitment and Resilience

Rethinking the role of a modern university to promote and nurture sustainable development of society and social responsibility in the Central Asian region becomes one of the top priorities for academia and expert society. Launching and enhancing a new model of higher educational institutions is a fundamental issue for mutual activity of state bodies, stakeholders of the educational sphere as well as society and economy.

We expect increasing universities engagement and involvement into solving the social problems in different ways - through research, publications, training / retraining (upskilling / reskilling / newskilling) programmes, personnel development programmes, as well as through a wide range of activities such as volunteering and charity, educational, social and cultural activities. In this capacity, educational institutions in many cases act as a backbone organization, defining themselves in the center of the infrastructure, ensuring sustainable development in particular regions and cities.

For rising societies, the core objectives of HEIs as of today become development of intellectual resources, increase the quality of human capital, enlarge the degree of public trust and nurture civic education.

Value Delivery, Impact, Commitment and Resilience

As it was never before, socially significant, essential, global interests of all social groups of society should become priority in our public consciousness, namely, everyone's involvement in conscious identification as a citizen with an active life position. The HEI's model should be centered on the problem of education accessibility for all social groups creating opportunities for a wide access to high-quality higher education.

It is important to promote engagement and support from the state, business structures, civil society institutions, and higher educational institutions themselves.

It is crucial to pay attention to the university influence on economy, social sphere, society as well as to necessity of dynamic transformations and digitalization integrated into all aspects of our life. Sustainability comes together with increasing role of universities in the public activities and with the conceptual understanding of the university third mission. Open dialog between all interested parties helps to raise important social problems enlarged by COVID-19 pandemic and develop joint viewpoint to overcome difficult conditions and resolve the problems in economy, education and in social sphere.

Reimagining of HEIs contribution to the socio-economic development of society through the synergy between educators, scientists and experts, representatives from state bodies, businesses, NGOs and universities realizing the "Win-Win-Win" principle.

Third Mission



The University team sets a clear goal of making a meaningful contribution to the development of Kazakhstan via fruitful cooperation with the business, government and society. In its operations AlmaU incorporates the UN SDGs, follows the UN Academic Impact, UN PRME initiatives, and CEEMAN Manifesto.

AlmaU strives to stay as a Meaningful & Impactful University in academic activities, content and organizational practices via strategic directions, such as generation of knowledge and knowledge management, building and developing the entrepreneurship ecosystem; contribution to the development of business, government, society and education as well as focusing on the wellbeing and development of people and culture.

Almaty Management University implements the principles of the UN SDGs through UN Academic Impact and PRME and other initiatives. AlmaU is a signatory of PRME (Principles of Responsible Management Education, UN Global Compact) since 2009. AlmaU presents its commitment to the UN Principles for Responsible Management Education. The university is proud to be a PRME signatory and expresses its continued commitment by submitting the SIP reports every 2 years. At AlmaU we are committed to bring the value to our students and stakeholders. We see a truly worthy mission of the university – to be an impactful university in forming socially responsible style of management for the benefit of the civic society.

AlmaU progress reports are available [here](#).

In mid-June 2020, President of AlmaU was elected to the UN PRME Board aimed at the development of the UN Global Compact on the PRME. Dr. Kozhakhmetov is also the Vice President for Central Asia of the CEEMAN, ex-President of the Civic Alliance of Kazakhstan and a member of the National Council of Public Trust of Kazakhstan.

In mid 2021 AlmaU has initiated the launch of the PRME Eurasian Chapter.

On October 5 the new Chapter Eurasia has been presented to the public during the UN PRME Global Chapter Forum.

The mission of the Chapter Eurasia is to engage new members from the region to the PRME network, to ensure that the principles of responsible management education are integrated into academic and research activities in universities of the region, and to open international opportunities for the Chapter Signatories for meaningful knowledge sharing and networking.

AlmaU Vice-Rector for Global Partnerships Dr. Aigerim Kaumenova has been nominated as the Chair of the Provisional Committee of the UN PRME Chapter Eurasia.

In June 2021 AlmaU and PRME jointly run webinar on Principles of Responsible management education to promote UN PRME initiative in the region.

Book “Searching an effective model of Kazakhstani University”

The Book’s official presentation is scheduled on December 11, 2021

This Book is initiated by Almaty Management University dedicated to the 30th anniversary of Independence of Kazakhstan

Start of conceptual discussions and synergy of local HEIs

Concept and vision

The materials of the Book bring together works, developments and experience by outstanding educators, educational institutions top-managers, experts and researchers of higher education of the Republic of Kazakhstan. The conceptual vision of the edition is based on the cases and practice of domestic universities, that form the model of a modern Kazakhstani university. The main aim of the monography is to create a handbook for university top-managers and engaged people of the country higher education system to rethink the model of modern universities, contributing to their transformation and development perspectives.

Key trends

- Global trends of higher education
- Accessible education
- Third mission and university impact on economy and society
- Science and innovations
- Sustainable development
- Entrepreneurial HEI
- Managerial mindset
- Lifelong Learning
- HEI’s Transformation and digitalization

Synergy of Kazakhstani Universities – 20 university cases



Equality and Diversity



AlmaU promotes diversity basing on internal Equality, Diversity and Inclusion Policy, designed according legislation and international practice. The Policy serves as a guiding document to promote awareness and understanding of Equality, Diversity an Inclusion. This policy comes together with the AlmaU Ethics Code to take action and file a complaint or report inappropriate behaviour.

This Policy reflects AlmaU's commitment to promote equal opportunities and to avoid any unlawful or unfair discrimination and harassment in the place of work or study. It applies to all our staff and students.

Rector of the University oversees the Policy implementation, but every staff member and student has a general duty to prevent and eliminate inappropriate behaviour and foster good and respectful relations between people. The HR team, the Student Government and the Ethics Committee should ensure measures are be taken immediately to eliminate any kind of discrimination.

The academic teams ensure that learning and teaching material, where practical, includes positive, diverse, non-stereotypical content.

The Policy is an open-access document available on the website and the internal portal of the University. It is vital to make sure that employees, students and visitors are aware of the Policy.

Equality and Diversity

AlmaU targets to provide an inclusive, friendly and diverse community that become as an integral part of activities in order to provide equality of opportunity, value diversity and promote a culture of inclusion, this policy is considered as vital to success.

University provides a supportive and inclusive learning, working and social environment where everyone feels that they are valued and can work to achieve their potential. It offers opportunities that are open to everyone, and decisions are based on merit and are free from bias, making sure that all of students, employees and visitors, as well as anyone who applies or wants to apply to work or study with AlmaU, are treated fairly and with dignity and respect, and do not face discrimination.

University ensures that equality, diversity and inclusion are embedded in our work with partners and other stakeholders; it is committed to providing equality for everyone, regardless of, but not limited to:

Age

Gender

Religion or belief

Ethnicity

Pregnancy and parenthood

University promotes that its staff and students reflect the diversity of the regional, national, and international communities that are to be served and influenced.

Equality and Diversity

Core values of the University Strategy state the importance of:

- The proactive worldview "I am the Leader" of every student, employee, teacher and partner of AlmaU allows us to be agents of change, demonstrate entrepreneurial thinking and culture, manage ourselves, our emotions, our development, show our own individuality, have dignity and honor, respect ourselves and others.
- University promotes the philosophy of freedom of the spirit, thoughts and words, the value of the balance of work and life. We hold high the foundations of academic, research and entrepreneurial freedom.

Almaty Management University is responsible for its results to partners, customers, colleagues and society as a whole, anticipating the needs of the society, working ahead of schedule.

The success of the university depends on the team of people, its composition, professionalism, efficiency, solidarity, focus on results and synergy.

University support tolerance, multicultural friendship and interaction. University offers programmes in English, Kazakh and Russian and promotes multilingual environment.

Equality and Diversity

Project “Supporting the Economic Empowerment of Afghan Women through Education and Training in Kazakhstan and Uzbekistan” - a foundation programme (English & Russian language and Cultural Studies) financed by EU & implemented by UNDP (2019-2021) for 40 women from Afghanistan.

Central topic of this project is to educate young women who upon return to their homeland make positive change in the society of Afghanistan.



Academic Integrity



Academic integrity is the integral part of AlmaU activity. AlmaU has established its own award for excellence in research and promotion and devotion to academic integrity. Many prominent researchers of Kazakhstan has received the award by AlmaU.

AlmaU is the co-founding member of the Academic Integrity League of Kazakhstan that is aimed at improving the quality of education by promoting the principles of academic honesty. These principles were accepted by the 24 participating higher educational institutions. The principles of academic integrity serve as the fundamental consolidation of the basic ideas and approaches to understanding and applying academic honesty.

They affirm academic integrity as the foundation of a higher educational institution, regulate the creation of a favorable atmosphere for good academic practice, provide clarity and transparency in the creation of such conditions, and ensure the responsibility of a higher educational institution.

https://www.almau.edu.kz/liga_akademicheskoi_chestnosti-10029

Environment



Following the idea of an Impactful University, AlmaU focuses on enriching its third mission to contribute to the creation of environmental value beyond its campus.

“Uly Balqash Shaqyrady” (In Kazakh: Great Balqash Lake is calling) project is aimed to preserve the nature and fauna of Lake Balqash, which is the 15th largest lake in the world. It is unique, because its western part is fresh water, and the eastern half is saline.

The goal of this environmental campaign is to attract public attention to the problems of pollution and ecological damage of the Lake and to boost domestic tourism. The project is implemented with the support from the domestic companies and the Kazakhstan Geographic Society.

The icy trips “Uly Balqash Shagyrady” headed by Dr. Kozhakhmetov, AlmaU President, took place in winter of 2019 (50 participants) and winter of 2020 (100 participants). The idea is based on a 24 km long walk across the lake by businessmen, journalists, athletes, public leaders and students who have a chance to network and share their insights on various societal topics.



Healthcare



AlmaU GSB runs **MBA in Healthcare Management** – total number of graduates including 2021 exceeded 200 people, including top-managers of the state bodies, medical service organizations, pharmaceutical companies and hospitals.

AlmaU runs **consulting services, auditing and projects for the improvement of service management in healthcare system organizations.**

On September 22-23 this year, **the International Scientific Online Conference “Current problems of ensuring biological safety in modern conditions”** took place. This conference will be devoted to discussing the spread of coronavirus infection COVID-19 and preventing the emergence of new infectious diseases. This conference is designed to acquaint scientists from different countries with each other, share knowledge, experience, protocols, discuss possible threats, develop general recommendations for ensuring biological safety. The conference is organized by Nazarbayev University, Science Foundation of the Ministry of Education and Science and Almaty Management University (ALMAU). The strategic partner of the conference is the International Science and Technology Center (ISTC). The conference is held with the support of the Ministry of Education and Science, as well as the Ministry of Healthcare of the Republic of Kazakhstan. The conference program includes over 30 scientists from leading scientific organizations of the near and far abroad: Kazakhstan, Kyrgyzstan, Tajikistan, Armenia, Georgia, Belarus, as well as the USA, Argentina and Hong Kong.

https://almau.edu.kz/news/mezhdunarodnaya_nauchnaya_onlain_konferenciya-13114

Platform for Open Dialog



Qaynar Bulaq – is a creative space covering 335 sq.m. that welcomes educators, researchers, business, students, entrepreneurs, civil activists and members of public organizations and NGOs, representatives of state bodies, professional communities, journalists, and active citizens to discuss various social, economic, technological and city management problems



Annual Forum on Entrepreneurship (since 2016) is organized as a platform for well-known Kazakhstan and international experts, leaders, representatives of the business community and academia to discuss current trends, challenges and characteristics that shape modern entrepreneurial education in a rapidly changing society

**КРУГЛЫЙ
СТОЛ**

«Обсуждение Концепции непрерывного образования Казахстана: перспективы и направления развития»



29 декабря 2020 г.
10.00 – 12.00

zoom

youtube

Round table "Discussion of the Lifelong Learning Concept in Kazakhstan: Development Perspectives and Direction" was held in Almaty in December 2020. The event was supported by the Ministry of Education and Science of the Republic of Kazakhstan, National Chamber of Entrepreneurs "Atameken", experts and educators, representatives of non-formal and formal education.



Platform for Open Dialog



Almaty Management University (AlmaU) in collaboration with Lehigh University, USA held **the Summit “Collaborations for Social Innovation and Sustainable Development”** (October 7, 2021) in hybrid format.

The Summit brought together over 100 academicians, researchers, changemakers, educational innovators, thought leaders, and experts for a day of conversation and inspiration. Summit program opened opportunities to expand partnerships, joint programs and projects, as well as to run open dialog on sustainable development, capacity building and intercultural communications between academia, government, non-profits, and industry.

The Summit is the result of **mid-term collaboration project activity that have been started in January 2020 between AlmaU and Lehigh with the participation of students and teachers** of both institutions. In the frame of the Global Social Impact Fellowship, supported by the U.S. Embassy and funded by UniCEN - Central Asia University Partnerships Program which is implemented by the American Councils for International Education in Kazakhstan, more than 20 students and several faculty members of the two Universities have worked together to implement sustainable development education projects aiming for sustainable city and ecological problems.



Social Responsibility and Engagement



Social values are incorporated in the academic programmes, internships and extracurricular activities. The ethical behavior is promoted on all levels of educational and social life encouraged among young people. The young people are involved into social projects.

AlmaU continues to run the mandatory course “Service Learning” for the Bachelor degree students of all majors. It allows students to raise a sense of social responsibility towards the world around. During the course, students learn to volunteer, help the society.

Since 2015, 4200+ students & faculty have been working with 30+ NGO partners & implemented 100+ community service projects, 50 000+ hours of volunteering activity.

Service learning bases on long-term project development tutored by AlmaU faculty. Some samples of the projects run by AlmaU students are the following:

- Project to prevent sexual harassment at work and in public places
- Online-game competition for orphans
- Ecotourism and active lifestyle project
- Project “Green kitchen” targeted on the availability of healthy food for the silver age people
- Project “Sharing the warm” targeted on solving the problems of homeless people

Social Responsibility and Engagement

- Design of the web-portal to promote child rights protection, to increase awareness to children's problems, as well as to run trainings devoted to harassment and bullying prevention, and prevention of children involvement into crimes.

Students participate and develop projects for different social groups and environmental campaigns, as following:

- Unified Sports for children with disabilities
- ECO – range of environmental projects to solve ecological problems in Almaty city and surrounding territories, for example prevention of air pollution, trees planting, etc.
- «First aid and emergency» - trainings for students supported by The Red Crescent Society in Kazakhstan.
- «INC-TOURISM» - inclusive touristic infrastructure of Almaty city
- «One child» - project for children from orphanages in the format of cultural events, mountain tours, excursions to the museums and etc.

For implementation of the course “Service Learning” AlmaU runs over 30 agreements with NGOs – Kazakhstani Specialized Olympics, Amasauylyk, Ecological Union Tabighat (“Nature”), Eco Culture, Mother’s house, Kids village, Nursing House, The Red Crescent Society in Kazakhstan, Zhiger, and others.

Social Responsibility and Engagement



Key direction «Social Capital and public trust»

- Online conference 2020 with participation of state and public representatives, and NGOs
- Research development of social capital and public trust – in progress
- Launch of the Centre of Social Capital and public trust
- AlmaU Presidents is a member of the National Council of Public Trust under the President of the Republic of Kazakhstan
- Collaboration with Civic Alliance of Kazakhstan



Key direction Social Entrepreneurship (SE)

- Applied research of Kazakhstani SE, conferences & events
- Funding of the activity and research by the MES RK - 17,3 mln KzT (2018-2020)
- SE Lab at AlmaU (since 2016)



Research and consulting on issues of **improvement of service management in health care system organizations**, auditing and improvement of patient care systems, introduction of international standards into activity of two Kazakhstani hospitals



Silk Road Doctoral Academy is run in the format of Summer schools (since 2016) for doctoral and master students that aim to improve the quality of research. Summer schools were held in Varna, Bulgaria; Issyk-Kul, Kyrgyzstan; Burabay, Kazakhstan, etc. – 50+ participants.

Social Responsibility and Engagement



University Management – 2020

25 CEOs of HEIs; modules for HEIs efficiency: building new strategy, competitiveness, successful management
Key direction Social Entrepreneurship (SE)



Support to rural teachers

360+ rural teachers; trainings on leadership, managerial & teaching competences, interactive and innovative teaching methods (since 2008)



University management for Uzbekistan 2021

Educating 33 senior and middle level managers of the University of Geological Sciences (UGS) of the Republic of Uzbekistan

Scholarships and Tuition Discounts

Full tuition scholarships and tuition discounts to support students	2020	379 mln KZT – total sum of scholarships and discounts for students per 2020-2021 academic year
	2019	360 mln KZT – total sum of scholarships and discounts for students per 2019-2020 academic year
	2018	137 mln KZT – total sum of scholarships and discounts for students per 2018-2019 academic year

In 2021-2022 academic year AlmaU issued scholarships and discounts for over 600 students, including 200+ scholarships for students with disabilities or from socially vulnerable families. Total volume of scholarship in money equivalent exceeded 382 mln. tenge (0,9 mln. USD).



Volunteering



Volunteering is the activity that is strongly supported by AlmaU, especially on the student level. It is not only incorporated into the academic content, but also conducted through the Student Relations Center and Students Volunteers club.



**AlmaU Student Charity Club
«Friendship, Support & Family»**
10 million KZT raised; 200+ events
& campaigns since 2008

The last one acts as student charity organization “DOS” for over 10 years. Student Club “DOS” encourages students to help vulnerable communities – they visit people with disabilities and specialized organizations, meet with special children and communicate with them. Last year students conducted charity projects to raise funds for children with serious illnesses. Students annually collect clothing and food for the children from orphanages.

AlmaU faculty and staff has supported one of the Almaty hospices raising funds for its heating and costs of utilities in cold year season.

AlmaU annually runs Charity Christmas Tree for children with serious illnesses.

Entrepreneurial University



The “Ecosystem of Students’ Entrepreneurship” (since 2017) is the long-term project aimed at creating platforms in the four regions of Kazakhstan for nurturing proactive and entrepreneurially fit youth, as well as, in the longer term, improving the regional business climate and developing the local economy. It is designed and led by AlmaU in collaboration with Eurasian Resources Group (a mining corporation generating 2% of Kazakhstan GDP in 2018), Association of friends of Tel-Aviv University and is carried out in the 8 Kazakhstani universities and 1 college.

The project involves 600+ educators who learn about the trends of modern education, see what the world is striving for and what tomorrow brings for their graduates, and 4000+ students who have generated 617 different business ideas, 264 business cases and developed 20 startups within three years. The project involves 100 mentors and tutors, about 70 speakers and 80 jury members.



In October 2021 90 students and faculty from regional universities took part in Entrepreneurial MeetUp initiated under the Student Entrepreneurship Ecosystem project. AlmaU is actively involved into the project implementation and supported Entrepreneurial MeetUp Event where students, faculty and staff of regional

educational institutions - participants of the "Student Entrepreneurship Ecosystem" were engaged in the development of new competencies, discussing interesting topics and trends with the involvement and proactivity of each participant. The participants are the winners of the Big Ideas Marathon and Tumar Student Business Challenge contests, as well as 30 teachers and faculty of universities and colleges.

Entrepreneurial University

In 2020-2021 AlmaU continued to strengthen and develop its entrepreneurial ecosystem. In the updated AlmaU Strategy-2025 the University introduced the concept of "Entrepreneurship for All" basing on increasing influence of the university on society. The university focused on the implementation of the project approach both in the learning process (diploma business projects) and in the activities of the entire university.

AlmaU first in Kazakhstan and Central Asia has launched a specific entrepreneurial educational program, completely dedicated to entrepreneurship and business - the Business Administration in Entrepreneurship program (BAE).

AlmaU develops project activity among students, faculty, staff and employees to promote the entrepreneurial culture and mindset, as an important component of the entrepreneurial university ecosystem. AlmaU develops the student business incubator aimed to support and develop student entrepreneurial projects.

AlmaU Student Business Incubator (BIA) has been operating since 2017. Its main goal is to promote the creation of an entrepreneurial environment for students through nurturing and development of student creative and innovative potential. The unit runs a unique program based on international expertise and qualifications. Students of 1-4 courses of any AlmaU minor have opportunity to develop their real business guided by experienced mentors and experts from different sectors of the economy - students make their first sales and build hypotheses. Yearly the incubation program involves over 100-150 applications, selected 40+ projects, resulted by about 10 outcomes under incubation and support. The work of a business incubator is based on three areas:

1. Business incubation program.
2. Consulting.
3. Meetings and events.

Entrepreneurial University

Samples of implemented activities:

1. The IdeaFest incubation program - about 200 students are annually trained under the Tripod format (a three-level educational program based on the cases of Israel, Singapore and the UK).
2. AlmaU Spark acceleration program.
3. Business Idea Clinic 911 - a consulting support program for existing entrepreneurs from SMEs in Almaty. The program is attended by student consultants who have passed the selection according to the results of the challenge by solving business cases. The program has been implemented since 2017, and the total number of clients (entrepreneurs) exceeded 120 (operating businesses) in Almaty, the total number of involved students is over 470.

A unique opportunity within the framework of the youth business incubator of the SCO member states is a free internship in a foreign country participating in the project. This means that the business incubator program offers opportunities for regional and international networking that includes:

- trainings
- business meetings
- involvement into the local business environment
- networking activities
- visits of industry and production facilities.

The functioning of the AlmaU business incubator allows students and faculty to reimagine their entrepreneurial potential, acquire knowledge and skills (hard and soft skills) for further development.

Partnership with Government and Society



Proactive position of AlmaU President is evident by his capacity as the Member of the National Council of Public Trust under the President of the Republic of Kazakhstan (NCPT).



One of the most important forms of collaboration between the state, society and universities is the NGO Academy project supported by AlmaU, aimed at strengthening the expert and managerial potential of NGOs. The project was first launched on September 15, 2020, and within two months, over 300 non-governmental organizations in Kazakhstan were trained within its framework. Classes were conducted by renowned experts and business trainers from Kazakhstan, Russia, Belarus and Kyrgyzstan. More than 800 people attended the courses of the NGO Academy.



In March 2021, the NGO Academy project received financial support from the Center for Support of Civil Initiatives. The official partners of the project are the AlmaU School of Politics and Law and Astana International University. The project was also supported by public organizations interested in increasing the professionalism of NGOs, such as the Kazakhstani Mediation Center, the SmartCharity PF and the Beles Center for Analysis and Strategy. The NGO Academy's training programs and services provide the necessary legal and managerial knowledge for NGO representatives.



The survey, which was conducted from April to May 2021, involved over 5000 organizations (NGO representatives). The NGO Academy project has demonstrated that the development of civil society should be based on specific education available for NGOs, and universities are the best platform for the provision of needed educational services and facilities³⁵

Business Education in Action



GRADUATE
SCHOOL OF BUSINESS

6000+ alumni
700 students: largest cohort in Kazakhstan
500+ corporate partners and clients
specialized MBA
for Healthcare, Oil&Gas, Finance
executive education
consulting & research for business



Platform for open dialogue for business,
academia, government and society:
Annual Forum on Entrepreneurial Education
gathering 150+ businessmen, academia,
government, civil society representatives



Support for Business in Pandemic:
40 open sessions for 7000+ businessmen;
open online study options



Since 2015 the Project Limitlessly Capable
initiated by the GSB Dean allows students
with disabilities to receive 100% scholarships
for MBA programs
Overall budget: 28+ mln. tenge



Business Education in Action

In October 2021 AlmaU Graduate School of Business celebrated the 25th anniversary of the MBA programmes. The success story of GSB and MBA programmes began in 1988, when the first trainings for business were launched at the Alma-Ata School of Management (now AlmaU).

Today GSB AlmaU stand for strong programmes whose quality is recognized globally (AMBA and BGA accreditations, No. 22 in the QS EMBA Ranking, top positions in the Eduniversal Best Masters ranking), successful students and alumni who set trends in the country's development, prominent experts and faculty, and respected partners.

The core event run in the format of the international roundtable “GLOBAL CHALLENGES AND THE FUTURE OF MBA PROGRAMMES” run on October 29, 2021, in hybrid format with the participation of over 100 delegates from Kazakhstan, Russia, USA, South Korea, Japan, France, Spain, UK, Caucasus, Uzbekistan, Kirgizstan – AMBA, Cintana Education, BGA, RABE, AACSB, CEEMAN, QS, IAUP, CU, SPBU, Kedge, NUCB, SolBridge, NU, Bolashaq, etc.; representatives from HEIs, state bodies, quasi-sector organizations, and industry of Kazakhstan and the world.

Participants discussed important topics and problems on trends in business education, quality assurance systems, digital transformation, opportunities for partnerships between business schools, industry and society, social responsibility and university third mission concept, global challenges for higher education, etc.



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With Open Mind & Heart from AlmaU!