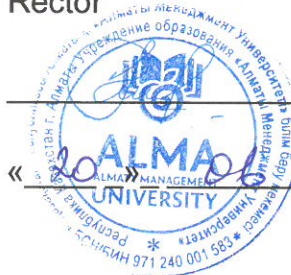




**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY

Approved by  
Rector



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## 1. Purpose of the document

1. These Rules for Admission to Bachelor's Degree Educational Programs (hereinafter referred to as the Rules) establish a uniform procedure and conditions for admission of applicants to study at the Educational Institution "Almaty Management University" (hereinafter referred to as AlmaU, the University) in higher education bachelor's degree programs.

2. The purpose of this document is:

- regulation of procedures for the reception of citizens of the Republic of Kazakhstan, foreign citizens, stateless persons and candidates in accordance with the current legislation of the Republic of Kazakhstan;
- ensuring openness, transparency and objectivity of the competitive selection of applicants;
- respect for the academic rights of applicants and non-discrimination on any grounds.

3. These Rules have been developed on the basis of the Model Admission Rules approved by the order of the Minister of Education and Science of the Republic of Kazakhstan and apply to all forms and conditions of education implemented at AlmaU.

## 2. Scope of the document

The requirements of the Rules are mandatory for all structural divisions of the University participating in the organization and conduct of admission to study.

## 3. References

These Rules have been developed on the basis of regulatory legal acts of the Ministry of Science and Higher Education of the Republic of Kazakhstan and other authorized state bodies:

1. The Constitution of the Republic of Kazakhstan of August 30, 1995;
2. Law of the Republic of Kazakhstan dated July 27, 2007 № 319 - III "On Education" with amendments and additions as of June 16, 2025 (hereinafter the Law on Education);
3. By the Law of the Republic of Kazakhstan dated July 4, 2018 № 171 - VI "On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Issues of Expanding the Academic and Managerial Independence of Higher Education Institutions";
4. Law of the Republic of Kazakhstan dated January 7, 2003 № 370- II "On Electronic Document and Electronic Digital Signature";
5. By the Law of the Republic of Kazakhstan dated April 15, 2013 № 88- V "On public services";
6. By the Law of the Republic of Kazakhstan of January 12, 2007 "On National Registers of Identification Numbers";
7. By order of the Ministry of Education and Science (hereinafter referred to as the MES) of the Republic of Kazakhstan dated October 31, 2018 № 600 "On approval of the Standard Rules for admission to study in educational organizations implementing educational programs of higher and postgraduate education" (hereinafter referred to as the Standard Rules), taking into account the latest changes in force at the start of the admissions campaign;
8. Order of the Minister of Education and Science of the Republic of Kazakhstan dated May 2, 2017 № 204 "On approval of the Rules for conducting the unified national testing" (hereinafter referred to as the Rules for conducting the UNT);



9. By order of the Acting Minister of Science and Higher Education of the Republic of Kazakhstan dated August 25, 2023 № 443 On approval of the Rules for awarding an educational grant to pay for higher or postgraduate education with the award of a bachelor's or master's degree.

10. By order of the Ministry of Education and Science of the Republic of Kazakhstan dated May 8, 2019 № 190 "On approval of the Rules for conducting comprehensive testing" (hereinafter referred to as the Rules for conducting CT);

11. By order of the Ministry of Science and Higher Education of the Republic of Kazakhstan dated July 26, 2023 № 357 "On approval of the size of the admission quota for admission to study in educational organizations implementing educational programs of technical and vocational, post-secondary and higher education";

12. By order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 1, 2019 № 134 "On the definition of Methodological recommendations for the compliance of related groups of educational programs of higher education and specialties of technical and vocational, post-secondary education";

13. Classifier of areas of training of personnel with higher and postgraduate education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 № 569;

14. By order of the Minister of Investment and Development of the Republic of Kazakhstan dated December 9, 2015 № 1187 "On approval of the Rules for verifying the authenticity of an electronic digital signature";

15. By order of the Acting Minister of Science and Higher Education of the Republic of Kazakhstan dated August 11, 2023 № 403 On approval of the Rules for sending a specialist to work, reimbursement of expenses incurred at the expense of budgetary funds, granting the right to independent employment, exemption from the obligation or termination of the obligation to work off by citizens of the Republic of Kazakhstan who studied on the basis of a state educational order

16. By the joint order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated December 1, 2022 № 166 and the Minister of National Economy of the Republic of Kazakhstan dated December 2, 2022 № 116 "On approval of criteria for assessing the degree of risk and checklists for the education system, in terms of higher and postgraduate education";

17. Instructional letter of the Ministry of Science and Higher Education of the Republic of Kazakhstan, valid for the corresponding year of admission.

#### 4. Terms and abbreviations

The following definitions are used in these Rules:


**1) Applicant** - citizen Republics Kazakhstan, foreign a citizen or a stateless person who meets the requirements and conditions, provided real Rules;

**2) Academic period (Term)**– a period of theoretical training, established independently by the educational organization in one of three forms: semester, trimester, quarter or year.

**3) ACT** (American College Testing) – a standardized test of high school achievement accepted by U.S. universities as an entrance exam. The test includes an additional 30-minute section assessing writing skills (ACT with Writing Score);

**4) B.S.E.** - Base of Secondary Education



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**5) The Unified National Test (hereinafter referred to as UNT) in paper format** is testing conducted by providing a questionnaire book and an answer sheet to each test taker;

**6) UNT** is one of the forms of entrance examinations for admission to organizations of higher and postgraduate education (OHPE);

**7) UNT in electronic format** – testing conducted with **the College (T&VE)** - educational institution, implementing educational programs general average and technical and professional education or after secondary education in Kazakhstan;

**8) Personal account** is a personal online service that provides personal space for the applicant on the University website after the registration;

**9) General professional discipline** is a discipline aimed at assessing knowledge and competencies in general professional disciplines of educational programs of technical and vocational, post-secondary education in related areas of training higher education personnel, providing for shortened training periods;

**10) OHPE** – Organization of Higher and Postgraduate Education;

**11) A major subject** is an academic subject aimed at a more in-depth assessment of knowledge and competencies in a subject area, determining the level of advanced academic knowledge in accordance with the chosen profile of study;

**12) Threshold score** – the minimum score for each subject and for all testing subjects established by the Model Rules, allowing participation in the competition for the award of an educational grant at the expense of the republican or local budget or for admission to the University on a fee-paying basis;

**13) The Admissions Committee** is an advisory and consultative body University, created for the purpose of implementing measures for admission to education by programs bachelor's degree;

**14) Bachelor's degree program** is an educational program of higher education, confirmed by a diploma conferring an academic bachelor's degree;

**15) The University Website** is official Internet resource of the University: [www.almau.edu.kz](http://www.almau.edu.kz) and [new.almau.edu.kz](http://new.almau.edu.kz) ;

**16) Special discipline** is a discipline aimed at assessing knowledge and competencies in special subjects of educational programs of technical and vocational, post-secondary education in related areas of training of higher education personnel with reduced training periods;

**17) T&VE** - technical and vocational education;

**18) Form consent on enrollment** - form, fillable and signed by applicants upon receiving notification of enrollment the University's bachelor's program, which is the basis for enrollment on education, or basis for exceptions from numbers enrolled in training;

**19) PSC** – Public Service Center;

**20) Electronic certificate** – an electronic document with unique data of the applicant, officially confirming the UNT scores, published on the website of the National Testing Center (hereinafter referred to as the certificate). When conducting the UNT in paper format, the Certificate is published within 3 (three) working days, when conducting the UNT in electronic format - within 30 (thirty) working days;

**21) IB Diploma Programme** – (International Bachelor's degree Diploma Programme - Diploma program International Bachelor's degree) - intense two-year international educational program, allowing students to enroll in undergraduate programs at higher education institutions



educational establishments;

**22) IELTS** (International English Language Testing System -International system testing By English language) - standardized test to determine English language proficiency, administered by the British Council, University of Cambridge ESOL, And IDP Education Pty Ltd;

**23) SAT Reasoning Test** (Exam on identification academic (ability) is a standardized test for admission to higher education establishments USA, designed for ratings readiness students for admission. Consists of three sections: mathematics, analysis text and letter;

**18) SAT Subject Test** (Subject test) - a standardized subject test designed to assess students' ability to study specific subjects for admission to undergraduate programs at U.S. higher education institutions. It includes 20 tests in five subject areas: English, history, languages, mathematics, and science;

**19) TOEFL** (Test of English as a Foreign Language) is a standardized test of English language proficiency developed by the Educational Testing Service (ETS) (Princeton, New Jersey, USA), the formats of which are TOEFL iBT (Internet-based Test) and TOEFL PBT (Paper-based Test).

## 5. Responsibility

### 5.1. Executive secretary of the Admissions Committee is responsible for:

- familiarization with these Rules by all members of the AlmaU Admissions Committee;
- control over compliance with the requirements of these Rules.
- ensuring compliance with admission deadlines.

### 5.2. The School Dean is responsible for:

- familiarization of school staff with these Rules;
- ensuring the execution and control of mutual offsets for admission after technical and vocational education;
- joint organization and holding of creative examinations;
- compliance with the requirements of these Rules.

### 5.3. The Methodology Department is responsible for:

- provision of data on approved educational programs for the next academic year;
- ensuring the availability and validity of the license for educational programs;
- Provision of the student's academic calendar at the time of admission.

**5.4. The recruiting department, consultants and marketing management** during the admissions process are responsible for:


- providing reliable information about educational programs;
- information about the cost of educational programs;
- organizing and conducting the admissions campaign.

### 5.5. The IT Operations and Digital Development departments are responsible for:

- timely provision of equipment to technical secretaries, recruiters and consultants;
- prompt response when technical problems arise;
- providing access to the information system;
- Ensuring data security and safety.

### 5.6. The Infrastructure department is responsible for:



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- Organization and provision of technical conditions on the site during the acceptance committee.

**5.7. The Student Support Centre** is responsible for:

- providing reliable consultations on issues of transfer from another university and/or from one educational program to another;
- providing reliable advice on issues of discounts and grants;
- Informing about changes in the translation rules.

**5.8. The Director of the Legal Department** is responsible for:

- coordination and verification of these Rules for compliance with legislation.

**5.9. The translator** is responsible for the quality of the translation of documents.

**5.10. The administrative and managerial staff and the teaching staff** are responsible for compliance with the requirements of these Rules.

**5.11. The Registrar's Office** is responsible for:

- issuing orders based on submissions from the admissions committee;
- acceptance of personal files of admitted students from the admissions committee on the basis of acceptance certificates;

**5.12. The Technical Secretary** is responsible for:

- checking the correctness of personal data and attached documents in the database;
- creation of a personal file of the applicant with the attachment of a full package of documents, a receipt and an agreement for the provision of educational services;
- ensuring the safety of electronic documents used during the admissions campaign after its completion;
- transfer of personal files of admitted applicants to the Registrar's Office on the basis of acceptance certificates.

## 6. Process execution order

### 6.1. Basic Provisions


6.1.1. To organize the acceptance of documents, conduct entrance examinations and enrollment of students in AlmaU, an Admissions Committee is created based on the decision of the Academic Council of the University. The regulations for the work of the Admissions Committee are described in the Rules for Admission to Bachelor's and Postgraduate Educational Programs of AlmaU, developed on the basis of the Model Rules for Admission to Study in Educational Organizations Implementing Higher and Postgraduate Educational Programs, approved by Order № 600 of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018.

6.1.2. The Admissions Committee shall include the Rector, Vice-Rectors, School Deans, Center Directors, representatives of structural divisions and faculty. The number of members of the Committee shall be odd.

6.1.3. The functions of the Admissions Committee include:

- consulting applicants on issues of choosing educational programs and familiarization with the testing procedure is carried out by the recruiting department of the Marketing Department;
- organization and provision of technical equipment for testing - carried out by the IT operations department;
- organizing consultations for technical secretaries and the executive secretary;



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- formation of an auditorium fund for conducting testing, interviews and creative exams;
- ensuring the issuance of information sheets in accordance with the selected combination of specialized subjects.

6.1.4. AlmaU develops, approves and ensures compliance **with the Rules for Admission to Bachelor's Degree Educational Programs**, based on the Model Rules for Admission to Educational Organizations Implementing Higher and Postgraduate Educational Programs, approved by Order № 600 of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018.

6.1.5. AlmaU does not accept in the following cases:

- 1) suspension, revocation or deprivation of a license to engage in educational activities;
- 2) absence of accreditation or its suspension, revocation or expiration of accreditation, with the exception of educational organizations under the President of the Republic of Kazakhstan and military, special educational institutions;
- 3) identification of gross violations as a result of state control or during legal proceedings;
- 4) absence or exclusion of an educational program from the Register of educational programs of the authorized body in the field of education.

6.1.6. AlmaU accepts persons with general secondary, technical and vocational, post-secondary or higher education:

- Citizens of the Republic of Kazakhstan, including graduates of secondary education organizations of the current year and previous years, graduates of technical and vocational or post-secondary education organizations of the current year and previous years graduates of secondary education institutions who studied abroad, graduates of higher education institutions of different years;

- Foreign citizens, including persons of Kazakh nationality who are not citizens of the Republic of Kazakhstan, who graduated from educational institutions abroad, as well as persons of other nationalities who are not citizens of the Republic of Kazakhstan, who graduated from educational institutions abroad;

- Stateless persons (if they have an IIN) permanently residing in the territory of the Republic of Kazakhstan.

6.1.7. Reception is carried out:

- by placing a state educational order and an educational grant allocated from the republican or local budget, as well as by paying for tuition at the expense of the student's own funds and other sources;

- in the form of full-time education and (or) external studies, using the University's information system.

- upon applications on a competitive basis based on the results of the UNT certificate of the established form, approved by the order of the Acting Minister of Education and Science of the Republic of Kazakhstan dated October 23, 2007 № 502 "On approval of the form of strict reporting documents used by educational organizations in educational activities" (registered in the Register of state registration of regulatory legal acts under № 4991), including (or) an electronic certificate with unique data of the applicant, officially confirming the results of the UNT published on the website of the National Testing Center (hereinafter referred to as the UNT certificate), the UNT certificate issued on the basis of the 12th grade certificate of the Nazarbayev



Intellectual Schools (graduates of the autonomous educational organizations of the Nazarbayev Intellectual Schools - NIS).

6.1.8. The relevant structural divisions of the University ensure the registration of data on the admission, transfer and reinstatement of students in the unified education information system with the attachment of relevant documents.

6.1.9. UNT is conducted for:

1) students graduating from grades 11 (12) of secondary education institutions for admission to the University on a fee-paying basis at their own discretion;

2) graduates of secondary education institutions of the current year to participate in the competition for the award of an educational grant at the expense of the republican budget or local budget or for enrollment in the University on a fee-paying basis or for training under a state educational order at the expense of the republican budget, if desired (3 years B.S.E.);

3) graduates of secondary education institutions of previous years, technical and vocational or post-secondary education to participate in the competition for the award of an educational grant at the expense of the republican budget or local budget or for enrollment in the University on a fee-paying basis at will (3 years B.S.E.);

4) graduates of technical and vocational or post-secondary education, entering higher education programs that provide for shortened periods of study to participate in the competition for the award of an educational grant at the expense of the republican budget or the local budget, at their discretion (2-3 years on base T&VE);

5) graduates of secondary education institutions who studied abroad, as well as persons of Kazakh nationality who are not citizens of the Republic of Kazakhstan, who graduated from educational institutions abroad to participate in the competition for an educational grant at the expense of the republican budget or local budget or for enrollment in the University on a fee-paying basis at will;

6) persons enrolled in the University on a full-time, fee-paying basis who did not achieve the threshold score based on the results of the UNT, with UNT results with inappropriate combinations of core subjects, with cancelled UNT results for further enrollment in the University on a fee-paying basis in the calendar year;

7) students of the University in a group of educational programs requiring creative training and wishing to transfer to other groups of educational programs on a fee-paying basis;

6.1.10. Certificates for the UNT conducted in January, March, May-June are valid until December 31 of the current year, regardless of the previous or subsequent UNT.

6.1.11. An applicant for admission to a fee-based education may submit one of the UNT certificates of the current year, if desired. In this case, the choice of combinations of specialized subjects must correspond to the group of the educational program.

6.1.12. Applicants for the full term of study (3 years of B.S.E.) take the UNT in the following subjects:

- history of Kazakhstan,
- mathematical literacy,
- reading literacy (language of instruction),
- two specialized subjects.

The exception is those applying to creative educational programs (Appendix 1).



6.1.13. For graduates of secondary, technical, and vocational or post-secondary education institutions, with the exception of those entering educational programs that provide for shortened periods of study, the number of UNT test tasks is:

- in the history of Kazakhstan – 20;
- in mathematical literacy – 10;
- in reading literacy (language of instruction) – 10;
- in the first major subject – 40;
- in the second major subject – 40.

The maximum number of points for the UNT is 140 points.

6.1.14. Persons entering the group of educational programs requiring creative preparation take the UNT in the history of Kazakhstan, reading literacy (language of instruction).

6.1.15. The maximum number of points for persons entering the group of educational programs requiring creative training is 130 points according to the UNT.

6.1.16. The list of groups of educational programs indicating the core subjects of the UNT and the threshold score are presented in Appendix 1 to these Rules for the admission of persons with secondary, technical and vocational or post-secondary education (with the exception of applicants in related areas of higher education training that provide for shortened periods of study).

6.1.17. For persons with secondary, technical and vocational or post-secondary education, applying for the full term of study (3 years of B.S.E.), with the exception of applicants in related areas of training higher education personnel that provide for shortened terms of study, who have passed the UNT and scored at least 50 points based on its results, in the field of education "Healthcare" - at least 70 points, in the group of educational programs "Law" - at least 75 points, for the educational program "Business Administration in the Field of Entrepreneurship" and "International Business" - at least 80 points, while in the History of Kazakhstan and two specialized subjects of the UNT and (or) the creative exam it is necessary to score at least 5 points, and in the subjects of Reading Literacy and Mathematical Literacy at least 3 points.

6.1.18. Admission of citizens with general secondary education, who have completed military service, who have technical and vocational, post-secondary or higher education are admitted to study at the University on the basis of the agreement between the Ministry of Defense of the Republic of Kazakhstan and AlmaU "On cooperation in the field of military-patriotic education of citizens". Within two years after service, they can be enrolled based on the results of an interview conducted by the AlmaU Admissions Committee during the calendar year. Enrollment is carried out in accordance with the academic calendar 5 (five) calendar days before the start of the next academic period.

## **6.2. The procedure for accepting documents for participation in the competition for the award of an educational grant for higher education**

6.2.1 Persons with secondary, technical and vocational or post-secondary education, applying for the full term of study (3 years of B.S.E.), in accordance with paragraph 6.1.17, are allowed to participate in the competition for the award of an educational grant for higher education at the expense of the republican budget or local budget.

6.2.2. An applicant is admitted to the University subject to successful completion of an additional exam and/or achievement of the passing score threshold established by AlmaU.



Applications for participation in the additional exam for the educational program "Business Administration in the Field of Entrepreneurship" and its implementation are carried out by the School of Entrepreneurship and Innovation in the period from July 1 to August 20.

For participants in the competition for an educational grant, an additional exam is held before the start of accepting applications for participation in the competition.

Applicants shall submit an application for participation in the additional examination in accordance with the established scores, as specified in paragraph 6.1.17 of these Rules.

6.2.3. AlmaU, regardless of its form of ownership, on the day of completion of the additional, special and (or) creative exam, transfers to the information system of the National Testing Center of the Ministry of Science and Higher Education of the Republic of Kazakhstan the results of exams of applicants for participation in the competition for the award of an educational grant for higher education at the expense of the republican budget and (or) enrollment in AlmaU for paid education.

6.2.4. Persons with technical and vocational, post-secondary education, who have passed the UNT and scored at least 25 points in the group of educational programs "Law" - at least 35 points, including at least 5 points in each discipline of the UNT and (or) the creative exam, are allowed to participate in the competition for the award of an educational grant for higher education at the expense of the republican budget or the local budget for training in related areas of training higher education personnel, providing for shortened training periods (2 years on the basis of the T&VE).

The list of related specialties is approved by the authorized body in the field of education (Order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 1, 2019 № 134 "On the determination of methodological recommendations for the compliance of related groups of educational programs of higher education and specialties of technical and vocational, post-secondary education").

6.2.5. When passing the UNT in electronic format, the applicant participates in the competition for the award of an educational grant for higher education at the expense of the republican budget or local budget with one of two UNT results that have the required number of points specified in these Rules.

6.2.6. Applicants for participation in the competition for an educational grant for higher education at the expense of the republican budget or local budget or for training under a state educational order at the expense of the republican budget must have a UNT certificate conducted **from May 10 to July 10 of the current year**. The threshold score is determined by the Order of the Acting Minister of Science and Higher Education of the Republic of Kazakhstan dated August 25, 2023 № 443 On approval of the Rules for awarding an educational grant to pay for higher or postgraduate education with the award of a bachelor's or master's degree.

6.2.7. For individuals taking the UNT in the period from **May 10 to July 10**, changes to core subjects are not permitted.

6.2.8. Educational grants are awarded on a competitive basis for specific groups of educational programs, language departments and forms of study in accordance with the scores of the UNT certificates according to the order of the groups of educational programs declared by applicants, with the issuance of a certificate of award of an educational grant.

6.2.9. If the major subjects coincide, the applicant may indicate up to four groups of educational programs, with the exception of creative groups of educational programs.



6.2.10. When selecting combinations of core subjects, the totality of core subjects is taken into account, and not their sequence.

6.2.11. When choosing a core subject or special discipline "Foreign Language (English)" for persons who have international certificates confirming proficiency in a foreign language (English) in accordance with the Common European Framework of Reference (standards) for proficiency in a foreign language, they are exempt from taking the core subject or special discipline "Foreign Language (English)" in English, at their own request, in accordance with the scale of conversion of points approved by the Model Rules:

- Test of English as a Foreign Language Institutional Testing Program (**TOEFL IBT**),
- Test of English as a Foreign Language Institutional Testing Program Internet - based Test (**TOEFL IBT**),
- International English Language Tests System (**IELTS**).

6.2.12. Persons who have international certificates confirming proficiency in a foreign language (English) TOEFL ITP, TOEFL IBT, TOEFL PBT. IELTS must provide the data when submitting an application to participate in the UNT and/or the competition.

6.2.13. Scores for a foreign language (English), in accordance with the score conversion scale approved by the Model Rules specified in Appendix 2-1 of the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated 08.06.2020 № 237 and taking into account the latest revision of the order.

6.2.14. The authenticity and validity of the presented certificates are verified by the University when applying for a competition for educational grants at the expense of the republican budget or local budget or when enrolling in the University on a fee-paying basis.

6.2.15. Persons who have certificates of international standardized tests SAT, ACT, IB participate in the competition for an educational grant and (or) are enrolled in universities in the fee-paying department, in accordance with the scale of transfer of points, according to Appendix 2-1 to the Model Rules. In this case, the results of the SAT subject are converted into UNT points provided that the core subjects match.

6.2.16. Persons entering a group of higher education programs requiring creative training and holding certificates of international standardized tests SAT, ACT, IB to participate in the competition for an educational grant at the expense of the republican budget, are awarded a score in accordance with paragraph 7.2.15. and Appendix 4 of these Rules (on the History of Kazakhstan and Reading Literacy), while only the points of the SAT reasoning certificate are taken into account.

6.2.17. Stateless persons permanently residing in the Republic of Kazakhstan and persons of Kazakh nationality who are not citizens of the Republic of Kazakhstan are granted the right to receive higher education on a competitive basis in accordance with the state educational order, if they are receiving education of this level for the first time. The right of foreigners to receive higher education on a competitive basis in accordance with the state educational order is determined by international treaties of the Republic of Kazakhstan.

6.2.18. Persons applying for higher education programs shall submit the following documents to the University Admissions Committee:

- 1) document on general secondary or technical and vocational, post-secondary education (original);
- 2) 2 photographs 3 x 4 centimeters size;



3) a copy of an identity document;

4) UNT certificate (if available).

6.2.19. Holders of an educational grant for higher education at the expense of the republican budget or local budget submit an application for admission to the university specified in the certificate and are enrolled as students by order of the head of the university or the person performing his duties.

6.2.20. Applications for participation in the competition for the award of state educational grants are accepted within the timeframes established in the Instructional Letter of the Ministry of Science and Higher Education for the relevant year of admission.

6.2.21. Applications for participation in the competition for the award of educational grants at the expense of Local Executive Bodies are accepted within the timeframes established in the Instructional Letter of the Ministry of Science and Higher Education for the relevant year of admission.

6.2.22. Lists of holders of certificates of awarding an educational grant are published in the media. In the event of a refusal from an educational grant, the certificate is cancelled by order of the authorized body in the field of education.

To cancel the certificate, the applicant submits an application to the Minister of Science and Higher Education of the Republic of Kazakhstan indicating the reason for refusal. The University Admissions Committee sends the original application to the National Testing Center and the Ministry of Science and Higher Education of the Republic of Kazakhstan. The freed educational grant for the relevant group of educational programs is redistributed by the Commission of the Ministry of Science and Higher Education of the Republic of Kazakhstan on a competitive basis.

6.2.23. In addition to state educational grants and educational grants allocated by local executive bodies, AlmaU provides internal grants and discounts, which are distributed based on the results of an internal competitive selection in accordance with the requirements of the Regulation "On educational grants and discounts" of AlmaU.

### **6.3. Procedure for admission and conducting creative examinations**

6.3.1. At AlmaU, admission to groups of educational programs requiring creative training is carried out on the basis of the results of creative examinations in accordance with Appendix 5 to these Admission Rules.

6.3.2. AlmaU Admissions Committee accepts applications for participation in creative exams from **June 20 to August 10** of the calendar year.

6.3.3. Creative examinations are held from **July 7 to August 15** of the calendar year. The first period - before **July 11**, the second - before **August 14** of the current year.

6.3.4. To organize and conduct creative examinations, an examination committee is created by order of the head of the University or the person performing his duties.

The commission includes representatives of AlmaU from among the teaching staff, public organizations and the media.

6.3.5. Members of the appeal committee may not be members of the examination committee.

6.3.6. The commission is formed from an odd number of members. The chairman is elected by a majority of votes. The commission is considered competent to make decisions if at



least two-thirds of the members are present. Decisions are made by a majority of votes; in the event of a tie, the chairman's vote is decisive.

6.3.7. To participate in the creative exam, applicants must submit the following documents to the admissions committee:

- 1) a document on general secondary or technical and vocational, or post-secondary education (original);
- 2) 2 photographs measuring 3 x 4 centimeters;
- 3) a copy of an identity document;
- 4) UNT certificate (if available);
- 5) a copy of the document confirming the presence of sports categories or titles, in accordance with Article 35 of the Law of the Republic of Kazakhstan dated July 3, 2014 "On Physical Culture and Sports" (if available).

6.3.8. Applicants must take two creative exams if they are admitted to programs that require creative training for the full term of study.

6.3.9. When applying for related areas of training with a shortened period of study, one creative exam is taken.

6.3.10. Creative exams are taken at the universities where the applicant plans to study. Enrollment in the grant is done at the university where the exams were taken.

6.3.11. Based on the results of the creative exam, an extract from the report is issued (based on the protocols, Appendix № 10), which is used to participate in the competition for a grant and (or) admission on a paid basis, regardless of the place of the exam.

6.3.12. When entering programs that require creative training, UNT scores in History of Kazakhstan and reading literacy (in the language of instruction) are taken into account.

6.3.13. For programs with a reduced period of study in related fields, points for a special discipline are taken into account.

6.3.14. The programs of creative examinations are developed by the relevant Schools and approved by the Chairman of the University Admissions Committee.

6.3.15. The schedule of creative examinations (form, date, time, place of the exam, consultations) is approved by the chairman of the admissions committee and published on the official website of AlmaU before the start of document acceptance.

6.3.16. Admission to the exam is granted upon presentation of an identity document. Exams are held in rooms equipped with video and/or audio recording equipment.

6.3.17. Before the start of the examination, applicants are given materials and are explained the procedure for completing the title page, the start and end time of the examination, as well as the procedure for announcing the results and filing an appeal.


6.3.18. The creative exam score is up to 50 points for applicants for the full term of study.

6.3.19. The assessment is up to 20 points for applicants for a shortened period of study in related fields.

6.3.20. The results are recorded in a report and minutes of the commission meeting. The minutes are signed by all members and submitted to the responsible secretary of the admissions committee.

6.3.21. The results are announced on the day of the examination.



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6.3.22. To resolve contentious issues and protect the rights of applicants, an appeals committee of an odd number of members is formed by order of the head of the University or the person performing his duties.

6.3.23. The appeal is submitted in person to the chairman of the appeal commission before 13:00 hours of the day following the announcement of the results. It is considered within one day.

6.3.24. The appeal commission shall be competent if at least two-thirds of its members participate. Decisions shall be made by a majority vote; in the event of a tie, the chairman's vote shall be decisive. The minutes of the meeting shall be signed by all members of the commission present.

6.3.25. On the day of completion of the creative exam, the AlmaU Admissions Committee transfers the results to the information system of the National Testing Center of the Ministry of Science and Higher Education of the Republic of Kazakhstan for consideration when participating in the competition for grants and (or) admission on a paid basis.

6.3.25. Admission to educational programs for which creative examinations are provided is carried out on the basis of scores for creative examinations, with the exception of those entering shortened programs in related fields.

#### **6.4. Procedure for accepting documents for admission to paid education**

6.4.1. Persons who meet the requirements set out in paragraph 6.1.11. of these Admission Rules are admitted to paid education.

6.4.2 Persons with technical and vocational or post-secondary education are admitted to paid education in related areas of higher education personnel training, which provide for shortened training periods (2-3 years based on technical and vocational education), subject to successful completion of the UNT and a score of at least 25 points, including at least 5 points in each of the UNT disciplines and (or) the creative exam.

6.4.3. Persons who have certificates of international standardized tests are enrolled in the University for paid education in accordance with paragraph 7.2.15 and Appendix № 4 of these Rules.

Persons entering a group of educational programs requiring creative training and having certificates of international standardized tests are enrolled in the University in accordance with 7.2.16 and Appendix № 4 of these Rules.

6.4.4. To enroll in paid education at the expense of one's own funds and other sources of financing, the applicant must have a valid UNT certificate issued based on the results of testing conducted in January, March or June of the current calendar year.

6.4.5. Citizens who have a general secondary education, who have completed military service, as well as persons who have technical and vocational, post-secondary or higher education, may be enrolled in studies at the University on a fee-paying basis.

AlmaU within two years after completing their compulsory military service based on the results of an interview conducted by the admissions committee during the calendar year. Enrollment of such applicants is carried out in accordance with the academic calendar, no later than 5 (five) calendar days before the start of the next academic period.



## 6.5 Procedure for accepting documents for admission to the shortened period of study

6.5.1. Citizens of the Republic of Kazakhstan who have technical and vocational, post-secondary or higher education may be accepted for training in higher education programs that provide for shortened periods of study, within the groups of educational programs defined as related.

6.5.2. Admission to AlmaU for paid training of persons with technical and vocational or post-secondary education with the qualification of "mid-level specialist" or "applied bachelor" in related areas of personnel training that provide for shortened training periods is carried out by the University's Admissions Committee.

6.5.3. Admission to the fee-paying department for shortened programs is carried out taking into account the results of entrance examinations conducted in accordance with Appendix 6 to these Admission Rules.

6.5.4. The forms and procedure for conducting entrance examinations (both for full and shortened study programs) are regulated by Appendix № 7 to these Rules. For programs requiring creative training, only the results of creative tests are taken into account upon enrollment.

6.5.5. In order to organize and conduct entrance examinations, an examination committee shall be created by order of the Rector of the University or the person performing his duties for the period of the examinations.

6.5.6. The examination committee shall include representatives of the University from among the faculty, public organizations and the media.

6.5.7. The examination committee shall not include members of the appeal committee.

6.5.8. The commission is formed in an odd composition. The chairman of the commission is elected by a majority vote of the members of the commission. The decision of the commission is considered valid if at least two-thirds of its members are present at the meeting. The decisions of the commission are made by a simple majority of votes. In the event of a tie, the chairman's vote is decisive.

6.5.9. Based on the results of the entrance examination, the minutes of the meeting and the statement of results are drawn up in accordance with Appendix № 11 to these Rules.

6.5.10. For applicants to educational programs with shortened study periods, the number of UNT test tasks is:

- 1) in general professional discipline – 20;
- 2) in a special discipline – 40.

Persons entering related fields of study take the UNT in general professional and special disciplines, with the exception of programs requiring creative training.

Persons entering related areas of training in groups of educational programs that require creative training and provide for shortened periods of study take the UNT in a special discipline.

6.5.11. The maximum number of points for the UNT for applicants to educational programs with shortened study periods is 70 points.

For areas requiring creative training - also 70 points, of which the points for a special discipline and the results of a creative exam are taken into account.



6.5.12. The list of groups of educational programs with an indication of the corresponding general professional and special disciplines of the UNT for which entrance examinations are conducted is established in Appendix 2 to these Admission Rules.

## **6.5. Admission of foreign citizens**

6.6.1. Foreign citizens, those who completed their studies outside of Kazakhstan are accepted for paid education after an interview with members of the University's Admissions Committee.

6.6.2. Admission is carried out based on the results of an interview conducted by the University Admissions Committee, the recruitment department manager together with the academic mobility department during the calendar year. Enrollment occurs 5 calendar days before the start of the next academic period.

6.6.3. List of documents for foreign citizens applying for a bachelor's degree:

- 1) Original and notarized copies of educational documents with translation into Kazakh or Russian (2 copies);
- 2) Identity document with a notarized copy and translation into Kazakh or Russian (3 copies);
- 3) Certificate of recognition and nostrification of educational documents;
- 4) IIN of the Republic of Kazakhstan;
- 5) 2 photographs 3x4 cm size;
- 6) Medical insurance policy;
- 7) a medical certificate confirming the absence of diseases that would prevent training (drug addiction, mental disorders, tuberculosis, leprosy (Hansen's disease), HIV, venereal diseases).

6.6.4. Educational documents issued by foreign educational organizations undergo a recognition procedure after enrollment during the first academic period in the manner established by the legislation of the Republic of Kazakhstan.

6.6.5. To submit an application for recognition and nostrification of educational documents, it is necessary to submit to the center/CSC:

- 1) application for recognition of educational documents;
- 2) notarized copies of the educational document and its appendix with translation into Kazakh or Russian;
- 3) document, identity document and its notarized copies with translation;
- 4) documents of the authorized representative (if applying through a representative);
- 5) payment receipt.

## **7. Preferential rights, quotas, benefits**

### **7.1. Admission quota.**

Upon admission to study at the University, an admission quota is provided in the amount established by paragraph 11 of Section 3 of these Admission Rules.

### **7.2. Categories of applicants with established quotas from the total volume of the state educational order:**

- 2% - citizens from among:
- persons with disabilities of the first or second group,



- persons with disabilities since childhood,
- children with disabilities.
- 0.2% - veterans of military operations in the territory of other states, veterans equal in benefits to veterans of the Great Patriotic War.
- 35% are citizens from among rural youth studying in educational programs that determine the socio-economic development of the village.
- 4% - persons of Kazakh nationality who are not citizens of the Republic of Kazakhstan.
- 1% - orphans and children left without parental care, as well as young citizens of the Republic of Kazakhstan who have lost or were left without parental care until they reached adulthood.
- 3% - citizens of the Republic of Kazakhstan from among rural youth moving to regions determined by the Government of the Republic of Kazakhstan.
- 5% - children from families raising four or more minor children.
- 3% are children from single-parent families who have had this status for at least three years.
- 2% - children from families raising children with disabilities from childhood, persons with disabilities of group I or II.

In this case, this category of persons must provide a medical certificate stating that there are no contraindications for studying in the group of educational programs (GEP) they have chosen

- 2.5% - citizens of the Republic of Kazakhstan who have served the established term of military service by conscription.

7. 3. When conducting a competition for receiving educational grants, in the event of a tie in points, the following shall have the right of priority in the subsequent order:

- 1) persons awarded the "Altyn Belgi" badge;
- 2) persons holding documents on the formation of autonomous educational organizations;
- 3) winners of international Olympiads and competitions of scientific projects (scientific competitions) in general education subjects - awarded with diplomas of the 1st, 2nd and 3rd degrees; republican and international competitions of performers and sports competitions - awarded with diplomas of the 1st, 2nd and 3rd degrees over the last three years, the list of which is approved by the authorized body in the field of education; Presidential and republican Olympiads and competitions of scientific projects of the current year, provided that the profile of the Olympiad/competition corresponds to the chosen specialty - awarded with diplomas of the 1st, 2nd and 3rd degrees.
- 4) In case of equal indicators, preference shall also be given to orphans and children left without parental care; disabled persons of groups I and II; persons equated in benefits and guarantees to participants and disabled persons of the Great Patriotic War; disabled persons from childhood, disabled children, if there is a conclusion of a medical and social examination on admission to study; persons with documents on education with honors (certificate, certificate, diploma).

In case of equal scores and in the absence of preferential rights, educational grants are awarded to applicants with a higher average score in their certificate, diploma or diploma.

If the average scores are the same, the scores earned in the core subject are taken into account.



7.4. In case of filing statements to receive preferential rights on a contractual basis, AlmaU provides discounts in accordance with the Regulation "On educational grants and discounts" of the Educational Institution "Almaty Management University" for the 2025 -2026 academic year.

7.5. Admission of foreign citizens under an allocated quota on the basis of an educational grant to international OHPE created on the basis of interstate agreements is carried out by the University independently.

At the same time, the admission of foreign citizens on the basis of an educational grant is carried out by higher education institutions that have been accredited in accordance with Article 9-1 of the Law "On Education".

## **8. Admission and enrollment through the e-government portal**

8.1. Applicants (hereinafter referred to as service recipients ) submit applications remotely, without visiting service providers , through the public service of the Ministry of Science and Higher Education of the Republic of Kazakhstan on the Electronic Government Portal (EGP), in accordance with the Amendments to the specifications of software requirements for modifying the public service "Awarding educational grants, as well as providing social support to students in higher education organizations" (ПЭП.ЭУ.ГУ.Р50.20.СТПО.2021).

8.2. The service is provided by the University and is free of charge to individuals.

8.3. Applicants submit documents to the University online to participate in the competition for an educational grant, as well as for admission and enrollment in higher education institutions. The service is available to citizens of the Republic of Kazakhstan, as well as stateless persons (if they have an IIN).

8.4. The following categories of persons submit documents through the information systems of universities:

- Foreign citizens;
- Applicants to the Master's program;
- Applicants to doctoral studies.

8.5. University:

- processes received documents (including through the PEP) through the subsystem "Unified Platform for Higher Education" of the Ministry of Science and Higher Education of the Republic of Kazakhstan (hereinafter referred to as the EHEA or Subsystem);


- ensures the operation of self-service halls and consultation of applicants in admissions offices;

- organizes the work of virtual admissions committees;
- provides work computers for obtaining digital signatures.

8.6. To enroll in the University, service recipients shall submit a package of documents through the University's Admissions Office or through the e-government web portal [www.egov.kz](http://www.egov.kz) (hereinafter referred to as the EGP or Portal), in accordance with paragraph 8 of the State Service Standard "Acceptance of Documents and Enrollment in Higher Education Institutions for Study in Higher Education Programs" (hereinafter referred to as the State Service Standard), in accordance with Appendix 8 to these Rules.

8.7. The list of basic requirements for the provision of public services, including the characteristics of the process, form, content, result, as well as other information, is provided in the Public Service Standard.



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8.8. The service provider's employee shall accept and register the package of documents, and shall also issue a receipt of acceptance on the day of receipt of the application. In the event of an incomplete package of documents being provided, the service recipient shall be refused acceptance of the documents with the appropriate justification.

8.9. In the event of an application being submitted through the Portal, a notification of acceptance of the request and the date and time of receipt of the result of the public service is sent to the service recipient's "personal account".

8.10. From the moment the documents are received, the service provider checks their completeness. In case of an incomplete set, a reasoned refusal is prepared, which is sent to the service recipient in the form of an electronic document through the "personal account" on the Portal.

8.11. In case of providing a full package of documents, the service provider is sent a notification of acceptance of documents. After receiving the notification, the service recipient is obliged to submit the original documents to the service provider within the period from June 20 to August 25 of the relevant calendar year.

8.12. After the documents have been accepted, an order is issued by the head of the University on the enrollment of the service recipient as a student.

8.13. The service provider has the right to refuse to provide a public service on the grounds provided for in paragraph 9 of the Public Service Standard.

8.14. The service provider enters information about the stages of provision of the public service into the information monitoring system, in accordance with subparagraph 11) of paragraph 2 of Article 5 of the Law of the Republic of Kazakhstan dated April 15, 2013 "On Public Services" (hereinafter referred to as the Law).

8.15. A complaint against a decision, action (inaction) of a service provider may be filed in the name of its manager or with the authorized body for the assessment and control of the quality of provision of public services in the manner established by the legislation of the Republic of Kazakhstan.

8.16. A complaint received by the service provider shall be considered within 5 (five) working days from the date of its registration, in accordance with paragraph 2 of Article 25 of the Law.

8.17. A complaint submitted to the authorized body for assessment and control of the quality of provision of public services shall be considered within 15 (fifteen) working days from the date of its registration.


8.18. In case of disagreement with the results of the provision of a public service, the service recipient has the right to appeal to the court in the manner established by the legislation of the Republic of Kazakhstan.

## **9. The procedure for enrollment to EI "Almaty Management University"**

9.1. Enrollment of applicants as students of the University is carried out from June 20 to August 25 of the calendar year for studies in Kazakh, Russian or English. The basis for enrollment is the Agreement for the provision of educational services and the order of the Rector of the University or the person performing his duties.

9.2. The share of first-year students admitted to the University on a fee-paying basis with an average UNT score of 50 to 60 points must not exceed 30% of the total admission contingent,



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with the exception of those admitted in related areas of higher education training that provide for shortened periods of study, in accordance with paragraph 17, Section 3 of these Rules.

9.3. Persons with secondary, technical and vocational or post-secondary education, with the exception of those entering related areas of personnel training that provide for shortened periods of study, and: who have not achieved the threshold score based on the results of the UNT, who have inappropriate combinations of specialized subjects, with cancelled UNT results - are admitted to the University conditionally in full-time education on a fee-paying basis.

Before the end of the first academic year, they are required to retake the UNT within the established time frame in accordance with the Rules for conducting the UNT, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated May 2, 2017 № 204 (hereinafter referred to as Order № 204).

Persons who do not achieve the threshold score based on the results of the repeated UNT are subject to expulsion from the University.

The share of conditionally admitted students must not exceed 10% of the total admission contingent, in accordance with paragraph 17, section 3 of these Rules.

9.4. Enrollment is carried out according to a specific educational program from the corresponding group of educational programs.

9.5. Re-taking the UNT by conditionally admitted students is carried out within a year within the timeframes established by Order № 204.

9.6. Holders of an educational grant (at the expense of the republican budget or local budget) submit an application for admission to the university specified in the grant award certificate and are enrolled by order of the Rector of the University or the person acting in his/her capacity (Appendix 9).

9.7. Persons who have completed secondary or technical and vocational, post-secondary education in the current year, passed the UNT and scored the threshold score established in paragraph 7.2. of these Rules, may apply for admission to the University on a fee-paying basis before receiving the relevant educational document (Appendix 9).

9.8. Students of the graduating 11th (12th) grades of secondary education organizations in the period from February 1 to August 25 of the calendar year may apply for admission to the University on a fee-paying basis before receiving a document on general secondary education (Appendix 9).


9.9. After receiving a document on general secondary or technical, vocational or post-secondary education, applicants are required to submit documents in accordance with the list specified in paragraph 9.6. of these Rules.

9.10. Persons who have scored the threshold score in accordance with paragraph 6.2. of these Rules shall submit an application for admission to the University on a fee-paying basis (Appendix 9).

9.11. In the event of failure to provide a complete package of documents specified in Appendix 8 of these Rules, the Admissions Committee has the right to refuse to accept the documents.

9.12. Admission to the University is carried out separately by educational programs and language departments.



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9.13. If an applicant applies for an educational loan through a second-tier bank, enrollment at the University is carried out upon presentation of a certificate from the bank stating that the documents are under consideration.

9.14. In such a case, the applicant is granted a deferment of payment specified in the contract for the provision of educational services for the period of registration of the educational loan, but not more than 4 (four) weeks from the date of receipt of the certificate.

9.15. Documents in a foreign language are provided with a notarized translation into Kazakh or Russian.

9.16. Educational documents issued by foreign educational organizations are subject to recognition in accordance with the procedure established by the legislation of the Republic of Kazakhstan after enrollment, during the first academic period of study.

9.17. Within 10 (ten) calendar days after completion of enrollment, the University sends a final report on the enrollment of students to the authorized body in the field of education.

## **10. Coordination, approval, registration and commissioning**

10.1. The approval of these Rules is carried out in the "Documentolog" system. To confirm the fact of approval, an extract from the "Documentolog" system is attached to the original document on paper.

10.2. The approved Rules are registered by the Executive Secretary of the Admissions Committee in **the Register of Internal Regulatory Documents (Form RG-REK-01-F1)**, located in the Documentolog system. The Executive Secretary of the Admissions Committee has the right to make changes to the Register exclusively.

10.3. After registering the document, the Responsible Secretary of the Admissions Committee scans it in pdf format (including the title page) and places the scanned version in the Documentolog system for further use.

10.4. These Rules shall come into effect on the date specified in the document as the date of entry into force. The specified date may differ from the date of approval and depends on the measures required for the implementation of the document.

10.5. In their activities, University employees are required to use only the current version of the Rules, posted in the electronic database of internal regulatory documents (IRD) in the Documentolog system.

10.6. For ease of use, employees may print out the Rules from the electronic database of internal regulatory documents. However, such copies are considered to be in uncontrolled conditions, and before use, employees are required to check the paper version against the information on the latest revision in the Register of internal regulatory documents or in the "Documentolog" system.


The use of the electronic version of the Rules, located in the Documentolog system, is considered a priority.

## **11. Familiarization procedure**

11.1 After approval of these Rules in the "Documentolog" system, employees included in the mailing list are sent a notification about the need to familiarize themselves with the document. Familiarization is recorded by each employee in the "Documentolog" system.

11.2. The mailing list is formed based on the following criteria:



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- If the document is system-wide, it is sent to all University employees;
- If a document has a limited scope of application, it is sent only to employees who fall within the specified scope of distribution and who bear the corresponding area of responsibility.

The distribution list may be specified upon agreement and approval of the document.

**1 1.3. The executive secretary of the Admissions Committee** ensures that all responsible employees and members of the Admissions Committee, including students during the adaptation period, and all participants, are familiar with these Rules in the event of changes being made to the document.

**12. The procedure for storing, revising, updating documents and making changes in accordance with the internal rules of the University.**



# Appendix 1

to the Rules of Admission to Educational  
Bachelor's degree programs

## Code and classification of training areas, EP groups, EP codes, period of study at AlmaU indicating core UNT subjects and the threshold score for admission of persons entering for the full period of study (3 years of B.S.E.).

Code and classification of training areas	Code and name of the group of educational programs	OP codes and names in AlmaU	Duration of study	Threshold score	Compulsory disciplines of the UNT			Major subjects	
					History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
6B041 Business and Management	B044 Management and Administration	6B04101 Management	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04103 Business Administration in Entrepreneurship	3 y.e. B.S.E.	50 and additional interview – (30) 80 points	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04127 International Business	3 y.e. B.S.E.	50 and additional interview – (30) 80 points	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04189 Urbanism and city management	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04194 Sports Management	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
	B045 Audit and taxation	6B04106 Accounting and auditing	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04105 Finance	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
	B046 Finance, Economics, Banking and Insurance	6B04125 Fintech and Artificial Intelligence	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04190 Business Analytics and Economics	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04104 Marketing	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
6B042 Law	B047 Marketing and advertising	6B04124 Digital Marketing	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04109 Content, Marketing and Data Analysis (Marketing)	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B04201 Jurisprudence	3 y.e. B.S.E.	75	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Worldwide story	Basics rights
	B140 International Relations and Diplomacy	6B03188 International Relations and Economics	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	World History	Foreign language
		6B03104 Psychology	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Biology	Geography
6B031 Social Sciences	B041 Psychology	6B03103 Sports Psychology	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Biology	Geography



6B032 Journalism and information	B042 Journalism and Reporting	6B03201 Public Relations	3 y.e. B.S.E.	50	History of Kazakhstan	-	Reading literacy (language of instruction)	Creative exam 1	Creative exam 2
		6B03203 New Media	3 y.e. B.S.E.	50	History of Kazakhstan	-	Reading literacy (language of instruction)	Creative exam 1	Creative exam 2
		6B03204 Content, Marketing and Data Analysis (Media)	3 y.e. B.S.E.	50	History of Kazakhstan	-	Reading literacy (language of instruction)	Creative exam 1	Creative exam 2
6B111 Service sector	B091 Tourism	6B11188 Tourism and Event Management	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Geography	Foreign language
		6B11190 Travel Management and Data Analysis	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Geography	Foreign language
		6B11101 Restaurant and hotel business	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Geography	Foreign language
6B113 Transport services	B095 Transport services	6B11301 Logistics	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B11303 Digital logistics	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Geography
		6B06101 Information systems	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
6B061 Information and Communication Technologies	B057 Information Technology	6B06103 Software Engineering	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
		6B06104 Data Science	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
		6B06105 Product Management	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
6B021 Art	B023 Directing, art management B027 Theatre Arts	6B06107 Content, Marketing and Data Analysis (Digital)	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
		6B06106 Fintech and Artificial Intelligence (Digital)	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
		6B06107 Travel Management and Data Analysis (Digital)	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
6B021 Art	B023 Directing, art management B027 Theatre Arts	6B06110 City Management and Data Analysis (Digital)	3 y.e. B.S.E.	50	History of Kazakhstan	Mathematical literacy	Reading literacy (language of instruction)	Mathematics	Informatics
		6B02103 Digital Film Making	3 y.e. B.S.E.	50	History of Kazakhstan	-	Reading literacy (language of instruction)	Creative exam 1	Creative exam 2
		6B02104 Acting for film	3 y.e. B.S.E.	50	History of Kazakhstan	-	Reading literacy (language of instruction)	Creative exam 1	Creative exam 2



Appendix 2  
to the Rules of Admission to Educational  
Bachelor's degree programs

**Code and classification of training areas, EP groups, EP codes, period of study at AlmaU indicating the core subjects of the UNT and the threshold score for persons participating in the competition for the award of an educational grant for higher education at the expense of the republican budget or local budget for training in related areas of training of higher education personnel after college (2-3 years of education based on T&VE)**  
**Study based on T&VE (Full-time)**

Code and classification of training areas	Code and name of the group of educational programs	EP codes and names in AlmaU	Duration of study	Threshold score	General professional discipline	Special discipline
6 B 041 Business, Management and Law	B044 Management and Administration	6B04101 Management	3 y.e.	25	Basics economics	Management
		6 B 04103 Business Administration in the Field of Entrepreneurship	3 y.e.	25	Basics economics	Management
	B047 Marketing and advertising	6B04194 Sports Management	3 y.e.	25	Basics economics	Management
		6B04104 Marketing	3 y.e.	25	Basics economics	Marketing
6 B 041 Business, Management and Law	B045 Audit and taxation	6B04106 Accounting and auditing	2 y.e. T&VE	25	Finance and credit	Economy organizations
		6B04105 Finance	2 y.e. T&VE	25	Finance and credit	Finance organizations
	B046 Finance, Economics, Banking and Insurance	6B04125 Fintech and AI	3 y.o.	25	Finance and credit	Finance organizations
		6 B 04130 Business Analytics and Economics	2 y.e. T&VE	25	Finance and credit	Finance organizations
	B044 Management and Administration	6 B 04189 Urbanism and city management	3 y.e.	25	Basics economics	Management
		6B04201 Jurisprudence	2 y.e. T&VE	25	Fundamentals of the Theory of State and Law	Civil right Republics Kazakhstan
6B111 Sphere maintenance	B091 Tourism	6B11188 Tourism and Event Management	2 y.e. T&VE	25	Geography	Organization tourist activities
		6B11101 Restaurant and hotel business	2 y.e. T&VE	25	Story Kazakhstan	Organization of services in restaurants and hotel businesses
	B095 Transport services	6B11301 Logistics	3 y.e.	25	Physics	Security labor
		6 B 03201 Public Relations	3 y.e.	25	Creative exam	Kazakh language / Russian language
6B061 Information and Communication Technologies	B057 Information Technology	6B06101 Information systems	3 y.e.	25	Mathematics	Basics algorithmization and programming
		6B06103 Software Engineering	3 y.e.	25	Mathematics	Basics algorithmization and programming
		6B06105 Product Management	3 y.e.	25	Mathematics	Basics algorithmization and programming
		6B06104 Data Science	3 y.e.	25	Mathematics	Basics algorithmization and programming
6B031 Social sciences	B041 Psychology	6B03104 Psychology	2 y.e. T&VE	25	History of Kazakhstan	Fundamentals of Psychology
6 B 041 Business, Management and Law	B049 Law	6B04201 Jurisprudence	3 y.e.	35	World History	Fundamentals of Law
6B02 Arts and Humanities	B023 Directing, art management	Digital Filmmaking	3 y.e.	25	Creative exam	History of Art



Appendix 3  
to the Rules of Admission to Educational  
Bachelor's degree programs

**Statement about converting  
IELTS, TOEFL certificate scores into UNT scores**

EI "Almaty Management University" confirms the authenticity and validity of the presented international certificate \_\_\_\_\_ with the score \_\_\_\_\_, issued by \_\_\_\_\_, and also credits \_\_\_\_\_ scores in accordance with the points conversion scale approved by the Model Rules specified in Appendix 2-1 of the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated 08.06.2020 № 237 and taking into account the latest revision of the order.

**Executive Secretary of  
AlmaU Admissions Committee** \_\_\_\_\_

**Full name**



**Scale for converting SAT, ACT, IB scores into UNT scores  
international standardized test scores into UNT scores**

Option 1 – for students who have valid SAT Subject

International Standardized Test SAT		UNT	
Types of a test	Points	Types of a test	Points
<b>SAT reasoning</b>	at least 950 points (out of 1600 points)	Block 1 (compulsory disciplines) Reading literacy	7 out of 10
		Mathematical literacy	7 out of 10
	at least 1,050 points (out of 1,600 points)	Literacy readings	8 out of 10
		Mathematical literacy	8 out of 10
	at least 1,150 points (out of 1,600 points)	Literacy readings	9 out of 10
<b>SAT subject</b>		Mathematical literacy	9 out of 10
	at least 1,250 points (out of 1,600 points)	Literacy readings	10 out of 10
		Mathematical literacy	10 out of 10
	at least 625 points (out of 800 points) in each of the 2 major subjects*	1 major subject	44 out of 50
		2 major subjects	44 out of 50
	at least 650 (out of 800 points) points in each of the 2 major subjects*	1 major subject	46 out of 50
		2 major subjects	46 out of 50
	at least 675 points (out of 800 points) in each of the 2 major subjects*	1 major subject	48 out of 50
		2 major subjects	48 out of 50
	at least 700 (out of 800 points) points in each of the 2 major subjects*	1 major subject	50 out of 50
		2 major subjects	50 out of 50

**Note:** The conversion of SAT subject section scores into UNT core subject scores is carried out at the request of the SAT Subject certificate holder and if the scores in the SAT Subject disciplines are sufficient (minimum score 625 points out of 800). If the SAT reasoning, SAT subject section scores are insufficient, it is prohibited to convert SAT certificate scores into UNT certificate scores.

The holder of the SAT certificate has the right to ignore the SAT Subject section and take the UNT in specialized subjects.

\*In case of choosing the combination of "English Language - World History" as the core subjects of the UNT, you can indicate only one subject of the SAT Subject "World History", with the obligatory presence of the International English Language Tests System certificate (International English Language Tests System). Tests System (IELTS (AILETS))

## Option 2 – for students who have valid SAT Reasoning

International Standardized Test SAT		UNT	
Types of a test	Points	Types of a test	Points
SAT reasoning	at least 950 points (out of 1600 points)	Block 1 (compulsory disciplines) Reading literacy	7 out of 10
		Mathematical literacy	7 out of 10
	at least 1,050 points (out of 1,600 points)	Literacy readings	8 out of 10
		Mathematical literacy	8 out of 10
	at least 1,150 points (out of 1,600 points)	Literacy readings	9 out of 10
		Mathematical literacy	9 out of 10
	at least 1,250 points (out of 1,600 points)	Literacy readings	10 out of 10
		Mathematical literacy	10 out of 10

Note: Minimum SAT Reasoning score reasoning) for translation into UNT certificate points is 950 out of 1600. If the points in the SAT Reasoning section are insufficient SAT Reasoning scores are not translated into UNT certificate scores.

## Scale for converting scores of the international standardized test ACT into UNT scores

International Standardized Test ACT		UNT	
Sections of the test	Points	Types of a test	Points
English			
Mathematic			
Reading	at least 19 points (out of 36 points) for each section	Literacy readings	7 out of 10
(English Mathematic reading)		Mathematical literacy	7 out of 10
English			
Mathematic			
Reading	at least 21 points (out of 36 points) for each section	Literacy readings	8 out of 10
(English Mathematic reading)		Mathematical literacy	8 out of 10
English			
Mathematic			
Reading	at least 23 points (out of 36 points) for each section	Literacy readings	9 out of 10
(English Mathematic reading)		Mathematical literacy	9 out of 10
English			
Mathematic			
Reading	at least 26 points (out of 36 points) for each section	Literacy readings	10 out of 10
(English Mathematic reading)		Mathematical literacy	10 out of 10



<b>Science (biology, geography, chemistry, physics)</b>	at least 19 points* (out of 36 points)	2 major subjects	4 4 from 50 4 4 from 50
<b>Science (biology, geography, chemistry, physics)</b>	at least 21 points* (out of 36 points)	2 major subjects	4 6 from 50 4 6 from 50
<b>Science (biology, geography, chemistry, physics)</b>	at least 23 points* (out of 36 points)	2 major subjects	4 8 from 50 4 8 from 50
<b>Science (biology, geography, chemistry, physics)</b>	at least 26 points* (out of 36 points)	2 major subjects	50 from 50 50 from 50

*Note: The minimum score for any section of the ACT certificate to convert to UNT certificate scores is 19 out of 36 points. If the score for any section of the ACT certificate is insufficient, it is prohibited to convert ACT certificate scores to UNT certificate scores.*

### Scale for converting International Bachelor's IB program points into UNT points

№	Subjects / grades	IB						
		1	2	3	4	5	6	7
1	Mathematics / Mathematics (mathematical literacy)	UNT		3	5	6	7	8
2	Profile subject y	scores		16	26	32	40	46
							49	50

*Note: The conversion of IB points into UNT points is carried out on the condition that the UNT is passed in the subjects History of Kazakhstan and Reading Literacy, and IB points are converted into UNT points on the condition that the core subjects match.*

### Scale for converting International Bachelor's A Level (E-Level) program points into UNT points

№	Subjects / grades	A Level						
		U (1)	E (2)	D (3)	C (4)	B (5)	A (6)	A* (7)
1	Mathematics / mathematics (mathematical literacy)	3	5	6	7	8	9	10
2	Profile objects	16	26	32	40	46	49	50

*Note: Converting of international standardized tests SAT, ACT, IB, A Level into UNT scores for individual subjects is not performed.*

### Scale for converting IELTS certificate scores into UNT scores (core subject/special discipline "Foreign Language (English)")

Nº	Types of a test	Points	UNT scores for the major subject "Foreign Language (English)"	UNT scores for the special subject "Foreign Language (English)"
1	IELTS (IELTS)	6.0 and above	50	50
2		5.5	46	46
3		5.0	42	42

### Scale for converting scores of the international standardized tests TOEFL ibt, TOEFL itp, TOEFL pbt into UNT scores (major subject/special discipline "Foreign Language (English)")

Nº	Types of a test	Points	UNT scores for the specialized subject "Foreign Language (English)"	UNT scores for the special subject "Foreign Language (English)"
1	TOEFL ibt (TOEFL IBT)	60 and above	50	50
2		46-59	46	46
3		35-45	42	42
1	TOEFL itp (TOEFL ITIP)	498 and above	50	50
2		460-497	46	46
3		433-459	42	42



Appendix 5  
to the Rules of Admission to Educational  
Bachelor's degree programs

**Form of creative examinations**

Code and name of the group of educational programs	EP codes and names at AlmaU	Period of study	Threshold score	Major subjects	
				Creative exam 1 *	Creative exam 2
B042 - Journalism and Reporting	6B03201 Public Relations (PR)	3 g.o.	50	Composition	Interview to determine professional suitability
	6B03203 New Media	3 g.o.	50	Composition	Interview to determine professional suitability
	6B03204 Content, Marketing and Data Analysis (Media)	3 g.o.	50	Writing essay	Interview to determine professional suitability
B023 Directing, art management	6B02103 Digital Film Making	3 g.o.	50	Writing essay/report or Presentation of an art project	Colloquium

*\* in related areas of training higher education personnel, providing for shortened training periods.*

Appendix 6  
to the Rules of Admission to Educational  
Bachelor's degree programs

<b>Duration of study after college and university (2 and 3year education), fee-paying department</b>	
<b>College Graduate</b>	
<b>Stage 1. Checking for compliance with the duration of study</b>	
<b>EP with 2 years of study</b>	<b>EP with 3 years of study</b>
<b>Finance, Business Analytics and Economics, Accounting and Auditing, Jurisprudence, Psychology, Restaurant and Hotel Business, Tourism and Event Management,</b>	<b>Management, Marketing, Logistics, Business Administration in the Field of Entrepreneurship, International Relations and Economics, Urban Studies and City Management, Public Relations, New Media, Information systems, Software Engineering, Data Science, Product Management, Digital Film Making</b>
Persons with T&VE education, applying for related educational programs. Having UNT for paid education is not mandatory	
<b>Stage 2. Entrance tests</b>	
<b>Entrance tests: Motivation letter or interview</b>	
<b>Stage 3: Announcement of the results</b>	
<b>Stage 4: Acceptance of documents and enrollment</b>	



**Appendix 7**  
**to the Rules of Admission to Educational**  
**Bachelor's degree programs**

**Form of examination in the major subject for applicants wishing to enroll for the periods of study after college and SE for 2 and 3 years of study.**

№	EP code	EP Name	Short-term training based on the T&VE, NIS (Full-time / Distance learning)	Form of entrance examinations	Topics in Russian	Topics in Kazakh	Topics in English	Requirements (quantity words)	
1	6B04101	Management	Full time T&VE based	Interview	1. Дайте определение понятию «менеджмент»? 2. Почему вы выбрали именно это направление? 3. Какие функции менеджмента вы знаете? 4. Назовите качества хорошего руководителя. 5. Что важнее — лидерство или управление? Почему? 6. Расскажите о случае, когда вы организовывали работу группы или проекта. 7. Какие методы мотивации персонала вы знаете? 8. Какие предметы колледжа оказались наиболее полезными для понимания управления? 9. Какие управленческие задачи, на ваш взгляд, самые сложные? 10. Где бы вы хотели работать после окончания учебы?	1. «Менеджмент» ұйымына анықтама беріңіз? 2. Неліктен осы бағытты таңдадыңыз? 3. Менеджменттің қандай функцияларын білесіз? 4. Жақсы басшының қасиеттерін атаңыз. 5. Қайсысы маңыздырақ – көшбасшылық па, өлде басқару ма? Неліктен? 6. Топ немесе жоба жұмысын ұйымдастырған жағдайды айтып беріңіз. 7. Қызметкерлерді ынталандырудың қандай әдістерін білесіз? 8. Басқаруды түсіну үшін колледждегі қандай пәндер пайдалы болды? 9. Сіздің ойыңызша, басқарудағы ең күрделі тапсырмалар қандай? 10. Оқуды аяқтағаннан кейін қайда жұмыс істегіңіз келеді?	1. What is the definition of "management"? 2. Why did you choose this field? 3. What management functions do you know? 4. Name the qualities of a good leader. 5. What is more important — leadership or management? Why? 6. Tell about a time when you organized a group or project. 7. What methods of employee motivation do you know? 8. Which college subjects were most useful for understanding management? 9. What managerial tasks do you think are the most difficult? 10. Where would you like to work after graduation?	1. What do you understand by entrepreneurship? 2. What contribution can you make to SEI AlmaU? (value of your training in the program?) 3. Experience in project creation (school field trip, volunteer team coordination, concert organization, fundraising for veterans or the disadvantaged, etc.)	5-7 min
2	6B04103	Business Administration in the Field of Entrepreneurship	Full time T&VE based	Interview	1. Что Вы считаете своим главным достижением на сегодняшний день и почему? 2. Что вы понимаете под предпринимательством? 3. Какой вклад вы можете привнести в SEI AlmaU? (ценность вашего обучения на программе?) - Опыт создания проектов (школьная экскурсия, координация волонтерской команды, организация концерта, сбор средств ветеранам или обездоленным и др.)	1. Бүгінгі таңдағы басты жетістігіңіз не деп санайсыз және неліктен? 2. Кәсіпкерлік дегенді қалай түсінесіңдер? 3. SEI AlmaU-ға қандай үлес қоса аласыз? (бағдарламадағы оқуыңыздың құндылығы қандай?) - Жобаны құру тәжірибесі (мектептік экскурсия, еріктілер тобын ұйыстыру, концерттер ұйымдастыру, ардагерлерге немесе аз қамтылғандарға қарамақ жинау және т.б.)	1. Why did you choose urban studies and city management? 2. What do you understand by the term "urban environment"? 3. What problems of modern cities concern you? 4. How can a city be made comfortable for pedestrians and cyclists? 5. What do you think is important when planning new districts? 6. Which cities do you consider examples of good urban governance? 7. What IT solutions help manage a city? 8. What is closer to you — architecture, transport, or urban ecology? Why? 9. How does urbanism differ from architecture? 10. How do you see the role of residents in city development?	1. Why did you choose urban studies and city management? 2. What do you understand by the term "urban environment"? 3. What problems of modern cities concern you? 4. How can a city be made comfortable for pedestrians and cyclists? 5. What do you think is important when planning new districts? 6. Which cities do you consider examples of good urban governance? 7. What IT solutions help manage a city? 8. What is closer to you — architecture, transport, or urban ecology? Why? 9. How does urbanism differ from architecture? 10. How do you see the role of residents in city development?	5-7 min
3	6B04189	Urbanism and city management	Full time T&VE based	Motivation letter and interview	1. Почему вы выбрали урбанистику и سيتي-менеджмент? 2. Что вы понимаете под понятием «городская среда»? 3. Какие проблемы современных городов вас волнуют? 4. Как можно сделать город удобным для пешеходов и велосипедистов? 5. Что, по вашему мнению, важно при планировании новых районов? 6. Какие города вы считаете примерами хорошего городского управления? 7. Какие ИТ-решения помогают управлять городом? 8. Что вам ближе — архитектура, транспорт или экология города? Почему? 10. Чем урбанистика отличается от архитектуры? 11. Как вы видите роль жителей в развитии города?	1. Неліктен урбанистика және сити-менеджмент бағытын таңдадыңыз? 2. «Қалалық орта» ұғымын қалай түсінесіз? 3. Қазіргі қалалардың қандай мәселелері сізді алаңдатады? 4. Қаланы жағу жүргізушілер мен велосипедшілер үшін қалай ыңғайлы етуге болады? 5. Жаңа аудандарды жоспарлау кезінде не маңызды деп ойлайсыз? 6. Қай қалаларды жақсы қалалық басқарудың үлгісі деп санайсыз? 7. Қаланы басқаруға қандай IT шешімдер көмектеседі? 8. Сізге қай сапа жақын – сәулет, көлік пе, өлде қаланың экологиясы ма? Неліктен? 9. Урбанистика мен сәулет арасындағы айырмашылық неде? 10. Қаланы дамытуда тұрғындардың рөлін қалай көресіз?	1. Why did you choose urban studies and city management? 2. What do you understand by the term "urban environment"? 3. What problems of modern cities concern you? 4. How can a city be made comfortable for pedestrians and cyclists? 5. What do you think is important when planning new districts? 6. Which cities do you consider examples of good urban governance? 7. What IT solutions help manage a city? 8. What is closer to you — architecture, transport, or urban ecology? Why? 9. How does urbanism differ from architecture? 10. How do you see the role of residents in city development?	1. Why did you choose urban studies and city management? 2. What do you understand by the term "urban environment"? 3. What problems of modern cities concern you? 4. How can a city be made comfortable for pedestrians and cyclists? 5. What do you think is important when planning new districts? 6. Which cities do you consider examples of good urban governance? 7. What IT solutions help manage a city? 8. What is closer to you — architecture, transport, or urban ecology? Why? 9. How does urbanism differ from architecture? 10. How do you see the role of residents in city development?	5-7 min
5	6B04104	Marketing	Full time T&VE based	Interview	1. Почему вы выбрали направление «Маркетинг»? 2. Что такое поведение потребителей? Какие факторы влияют на процесс принятия решения о покупке? 3. Что такое целевая аудитория и как ее определить? 4. Объясните суть концепции маркетинг-микса (4P). Как каждая составляющая влияет на стратегию компании?	1. Неліктен «Маркетинг» бағытын таңдадыңыз? 2. Тұтынушылардың мінез-құлы деген не? Сатып алу туралы шешім қабылдауға қандай факторлар әсер етеді? 3. Мәқсатты аудитория деген не және оны қалай анықтайды? 4. Маркетинг-микс (4P) концепциясының мөнін түсіндіріңіз. Оның әрбір құрамдас бөлігі компания стратегиясына қалай әсер етеді?	1. Why did you choose the field of "Marketing"? 2. What is consumer behavior? What factors influence the purchase decision process? 3. What is a target audience and how can it be identified?		5-7 min

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				<p>5. Какие виды маркетинговых исследований вы знаете?</p> <p>6. Что такое бренд и в чем его ценность для компании?</p> <p>7. Раскройте разницу между товаром, брендом и торговой маркой. Почему бренд является нематериальным активом?</p> <p>8. Как вы понимаете понятие «позиционирование товара»?</p> <p>9. Какие дисциплины в колледже вам показались наиболее полезными для маркетинга?</p> <p>10. Как вы видите себя через 5 лет в этой сфере?</p> <p>11. Опишите виды ценовых стратегий и дайте примеры компаний, использующих их.</p> <p>12. Обоснуйте необходимость проведения маркетинговых исследований. Какие методы сбора данных вы знаете?</p> <p>13. Что такое УТП (уникальное торговое предложение)? Приведите примеры удачных и неудачных УТП.</p> <p>14. Раскройте различие между inbound и outbound маркетингом. В каких случаях эффективен каждый из них?</p> <p>15. Объясните суть цифрового маркетинга. Какие каналы входят в digital-среду?</p> <p>16. Что такое CRM-система и как она используется в маркетинге?</p>	<p>5. Маркетингтік зерттеулердің қандай түрлерін білесіз?</p> <p>6. Бренд деген не және ол компания үшін неліктен құнды?</p> <p>7. Өнім, бренд және сауда маркасы арасындағы айырмашылықты ашыңыз. Неліктен бренд материалдық емес актив болып саналады?</p> <p>8. «Өнімді позициялау» ұғымын қалай түсінесіз?</p> <p>9. Колледждегі қандай пәндер маркетинг үшін пайдалы болды?</p> <p>10. Осы салада өзіңді 5 жылдан кейін кім ретінде көресіз?</p> <p>11. Баға стратегияларының түрлерін сипаттаңыз және оларды қолданатын компанияларға мысал келтіріңіз.</p> <p>12. Маркетингтік зерттеулер жүргізудің қажеттілігін дәлелдеңіз. Деректер жинау әдістерінің қандай түрлерін білесіз?</p> <p>13. УТП (уникалды сауда ұсынысы) деген не? Сәтті және сәтсіз УТП-ға мысал келтіріңіз.</p> <p>14. Inbound және outbound маркетинг арасындағы айырмашылықты ашыңыз. Әрқайсысы қандай жағдайда тиімді?</p> <p>15. Цифрлық маркетингтің мәнін түсіндіріңіз. Digital ортаға қандай арналар кіреді?</p> <p>16. CRM жүйесі деген не және ол маркетингте қалай қолданылады?</p>	<p>4. Explain the concept of the marketing mix (4P). How does each component affect a company's strategy?</p> <p>5. What types of marketing research do you know?</p> <p>6. What is a brand and what is its value to a company?</p> <p>7. Explain the difference between a product, a brand, and a trademark. Why is a brand considered an intangible asset?</p> <p>8. How do you understand the concept of "product positioning"?</p> <p>9. Which college subjects seemed most useful for marketing?</p> <p>10. Where do you see yourself in this field in 5 years?</p> <p>11. Describe types of pricing strategies and give examples of companies using them.</p> <p>12. Justify the need for marketing research. What data collection methods do you know?</p> <p>13. What is a USP (unique selling proposition)? Give examples of successful and unsuccessful USPs.</p> <p>14. Explain the difference between inbound and outbound marketing. When is each one effective?</p> <p>15. What is digital marketing? What channels are included in the digital environment?</p> <p>16. What is a CRM system and how is it used in marketing?</p>	<p>5-7 min</p>
6	6B04105	Finance	Interview	<p>1. Как инфляция и процентные ставки влияют на личные финансы и инвестиционные стратегии?</p> <p>2. Как цифровизация и финансовые технологии (финтех) меняют банковские услуги и финансовое поведение потребителей?</p> <p>3. Какие финансовые стратегии можно предпринять для уменьшения долга и увеличения сбережений?</p>	<p>1. Инфляция мен пайыздық мөлшерлемелер және қаржы және инвестициялық стратегияларға қалай әсер етеді?</p> <p>2. Цифрландыру және қаржылық технология (fintech) банк қызметтері мен тұтынушылардың қаржылық мінез-құлбын қалай өзгертеді?</p> <p>3. Қарызды азайту және жинақтарды көбейту үшін қандай қаржылық стратегияларды қолдана аласыз?</p>	<p>1. How do inflation and interest rates affect personal finance and investment strategies?</p> <p>2. How are digitalization and financial technology (fintech) changing banking services and consumer financial behavior?</p> <p>3. What financial strategies can you take to reduce debt and increase savings?</p>	<p>5-7 min</p>
7	6B04190	Business analytics and economics	Interview	<p>1. Какие инструменты и программы для анализа данных вы уже освоили (например, Excel, SQL, Python, R)?</p> <p>2. Какие курсы или предмети в колледже дали вам самые полезные знания для бизнес-аналитики?</p> <p>3. Почему вы выбрали именно программу по бизнес-аналитике и какие ваши карьерные цели в области бизнес-аналитики и как наше учебное заведение поможет вам их достичь?</p>	<p>1. Сіз қандай деректерді талдау құралдары мен бағдарламаларын игердіңіз (мысалы, Excel, SQL, Python, R)?</p> <p>2. Колледждегі қандай курстар немесе пәндер сізге бизнес-аналитика үшін ең пайдалы білім берді?</p> <p>3. Неліктен сіз нақты бизнес-аналитика бағдарламасын таңдадыңыз және сіздің бизнес-аналитика саласындағы мансаптық мақсаттарыңыз қандай және біздің мекеме сізге оларға жетуге қалай көмектеседі?</p>	<p>1. What data analysis tools and programs have you already mastered (for example, Excel, SQL, Python, R)?</p> <p>2. What college courses or subjects have given you the most useful knowledge for business intelligence?</p> <p>3. Why did you choose the business analytics program and what are your career goals in the field of business analytics and how will our educational institution help you achieve them?</p>	<p>5-7 min</p>
9	6B04106	Accounting and auditing	Interview	<p>1. Что вы можете рассказать о квалификации ACCA?</p> <p>2. Ваше мнение о применении МСФО в Республике Казахстан?</p> <p>3. Каких ученых вы знаете в области бухгалтерского учета и аудита?</p>	<p>1. ACCA , біліктілігі туралы не айт аласыз?</p> <p>2. ХКЕС – тің ҚР-да қолданылуы туралы ойыңыз?</p> <p>3. Бухгалтерлік есеп және аудит саласында қандай ғалымдарды білесіз?</p>	<p>1. What can you say about the ACCA qualification?</p> <p>2. Your opinion on the application of IFRS in the Republic of Kazakhstan?</p> <p>3. Which scientists do you know in the field of accounting and auditing?</p>	<p>5-7 min</p>
10	6B04201	Jurisprudence	Interview	<p>1. Особенности правовой системы Республики Казахстан</p> <p>2. Применение и толкование гражданского законодательства РК</p> <p>3. Принципы гражданского судопроизводства</p> <p>4. Особенности досудебного расследования правонарушений</p> <p>5. Совершенствование законодательства</p>	<p>1. Қазақстан Республикасының құқықтық жүйесінің ерекшеліктері</p> <p>2. Қазақстан Республикасының азаматтық заңнамасын қолдану және түсіндіру</p> <p>3. Азаматтық сот ісін жүргізу қандаттары</p> <p>4. Құқықсушылықтарды сотқа дейінгі тергеп-тексерудің ерекшеліктері</p> <p>5. Қазақстан Республикасының заңнамасын жетілдіру, мәселелер мен перспективалар</p>	<p>1. Features of the legal system of the Republic of Kazakhstan</p> <p>2. Application and interpretation of civil legislation of the Republic of Kazakhstan</p> <p>3. Principles of civil procedure</p> <p>4. Features of pre-trial investigation of offenses</p>	<p>5-7 min</p>



				Республика Казахстан: проблемы и перспективы 6 Система и виды наказаний	6. Жаза түрлері және олардың жүйесі	5. Improvement of the legislation of the Republic of Kazakhstan: issues and prospects 6 System and types of punishments	
1 1	6B03201	Public Relations	Full time T&VE based	Interview	1. PR в Казахстане: настоящее и будущее. 2. Какими качествами должен обладать PR специалист. 3. Влияние PR на современное общество. 4. Чем отличается PR от маркетинга. 5. Имидж и репутация Казахстана на международной арене.	1. PR in Kazakhstan: present and future. 2. Qualities of a PR specialist. 3. The impact of PR on modern society. 4. The difference between PR and marketing. 5. Image and reputation of Kazakhstan in the international arena.	5-7 min
1 2	6B11101	Restaurant and hotel business	Full time T&VE based	Essay	1. Как меняются ожидания гостей: тренды персонализации в гостиничном бизнесе 2. Инновации в ресторанном бизнесе: как роботизация и автоматизация меняют индустрию 3. Зачем индустрия гостеприимства устойчивое развитие: экологичные практики в ресторанах и отелях 4. Гостеприимство на автопилоте: куда ведёт ИИ?	1. How guest expectations are changing: personalization trends in the hotel industry 2. Innovation in the restaurant industry: how robotics and automation are transforming the business 3. Why sustainable development matters in hospitality: eco-friendly practices in restaurants and hotels 4. Hospitality on Autopilot: Where Is AI Taking Us?	500 words
1 3	6B11188	Tourism and Event Management	Full time T&VE based	Essay	1. Цифровые кочевники и будущее туризма: как меняется формат путешествий и работы 2. Туризм вне сезона: как развивать круглогодичные направления и устойчивые маршруты 3. Ответственный туризм: как путешествовать этично, уважая культуру и природу 4. Умные технологии в туризме: шаг вперед или шаг в неизвестность	1. Digital nomads and the future of tourism: how travel and work are merging 2. Off-season tourism: how to develop year-round destinations and sustainable routes 3. Responsible tourism: how to travel ethically, respecting nature and local cultures 4. Smart Technologies in Tourism: A Step Forward or Into the Unknown?	500 words
1 4	6B11301	Logistics	Full time T&VE based	interview	1. Что, по вашему мнению, включает в себя логистика? 2. Почему вы выбрали эту специальность? 3. Как вы понимаете понятие «цепочка поставок»? 4. Что важнее в логистике — скорость или точность? Почему? 5. Какие виды транспорта вы считаете самыми эффективными для доставки? 6. Расскажите о каком-либо логистическом процессе, с которым вы сталкивались или слышали. 7. Что такое складская логистика? 8. Какие ИТ-технологии применяются в логистике? 9. Какие предметы колледжа помогли вам понять основы логистики? 10. Какие навыки вы хотите развить во время учебы?	1. What do you think logistics includes? 2. Why did you choose this specialty? 3. How do you understand the concept of a "supply chain"? 4. What is more important in logistics — speed or accuracy? Why? 5. Which types of transport do you consider most effective for delivery? 6. Tell about a logistics process you have encountered or heard about. 7. What is warehouse logistics? 8. What IT technologies are used in logistics? 9. Which college subjects helped you understand the basics of logistics? 10. What skills do you want to develop during your studies?	5-7 min
1 5	6B06101	Informational systems	Full time T&VE based	interview	1. Почему вы выбрали ИТ направление? 2. Почему нам стоит принять не учебу именно вас? 3. Что вы знаете об ИТ-стартапах?	1. Why did you choose the direction of ICT? 2. Why should we accept you for study? 3. What do you know about IT startups?	5-7 min
1 6	6B03103	Sports management	based on SE	Interview	1. Почему вы выбрали спортивный менеджмент? 2. Какие виды спорта вам интересны с точки зрения управления? 3. Что, по вашему мнению, включает в себя организация спортивного мероприятия? 4. Какими качествами должен обладать спортивный менеджер? 5. Расскажите о каком-либо спортивном событии, которое произвело на вас впечатление с точки зрения организации. 6. Чем отличается спортивный менеджмент от обычного менеджмента? 7. Какие дисциплины колледжа оказались полезными в этом направлении?	1. Why did you choose sports management? 2. What types of sports interest you from a management perspective? 3. What, in your opinion, does organizing a sports event involve? 4. What qualities should a sports manager have? 5. Tell about a sports event that impressed you in terms of organization. 6. How does sports management differ from general management? 7. Which college subjects were useful in this field?	5-7 min

