

Approved by Decision of the Board of Trustees

No.1 dated 23 August, 2018

_____ Janat Berdalina

Working Results Report of
Almaty Management University
for 2017-18 academic year
and
Key directions of development for 20182020





Key AlmaU events in the 2017-2018 academic year

eduniversal BUSINESS SCHOOLS RANKING

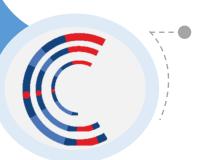
CEEMAN

- Kazakhstan Association of business education. The Charter and the Memorandum of Association have been approved, and its goals and objectives have been defined.
- ☐ In the world Ranking of the international rating Agency Eduniversal-2017 (France), AlmaU took 3rd place among 68 universities belonging to the geographical zone of Central Asia (CA).

At the 25th Annual conference of CEEMAN AlmaU won the award in the category of "Responsible management education" (Responsible Management Education).

☐ The signing of the agreement on joining the University of AlmaU in SAP University Alliance.

- ☐ Almay became the 3rd in the category "Capital" with the project "Almay CARES" in the contest "HRbrand Award of the Central Asia-2017".
- AlmaU intensified its work with regional authorities (Investment Strategy of Almaty 2020, Investment Strategy of Mangistau region 2022, training for school headmasters in Astana, 25 grants from the akimat of Astana)



- ☐ II international forum
 "Entrepreneurship education in
 emerging societies: transforming
 values", where participants took part:
 - -19 foreign speakers;
 - -66 local speakers.



Number of students in AlmaU

Dynamics of changes in contingent AlmaU

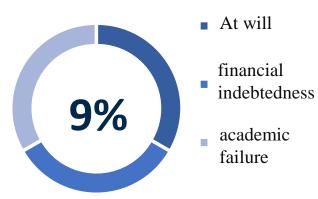


	2015	5-2016	201	6-2017	201'	7-2018	2018-20	19*	2019	9-2020*	2020)-2021*
	admission	total	admission	total	admission	total	admission	total	admission	total	admission	total
Bachelor	603	2694	617	2321	586	2079	650	2191	700	2475	750	2686
Master	108	173	111	169	130	171	170	260	200	370	250	450
MBA	197	515	296	571	275	621	350	735	400	865	400	900
DBA	15	42	15	50	31	54	17	62	20	77	30	90
PhD	2	4	13	16	11	26	15	38	20	46	25	60
Total	925	3428	1052	3127	1033	2951	1202	3286	1340	3833	1455	4186
Total ,without MBA, DBA	713	2871	741	2506	727	2276	835	2489	920	2891	1025	3196





Student's satisfaction with the quality of teaching



of students were expelled during the academic year

20 Students are awarded by scholarships from University partners







Foreign students (2.94% of the total)

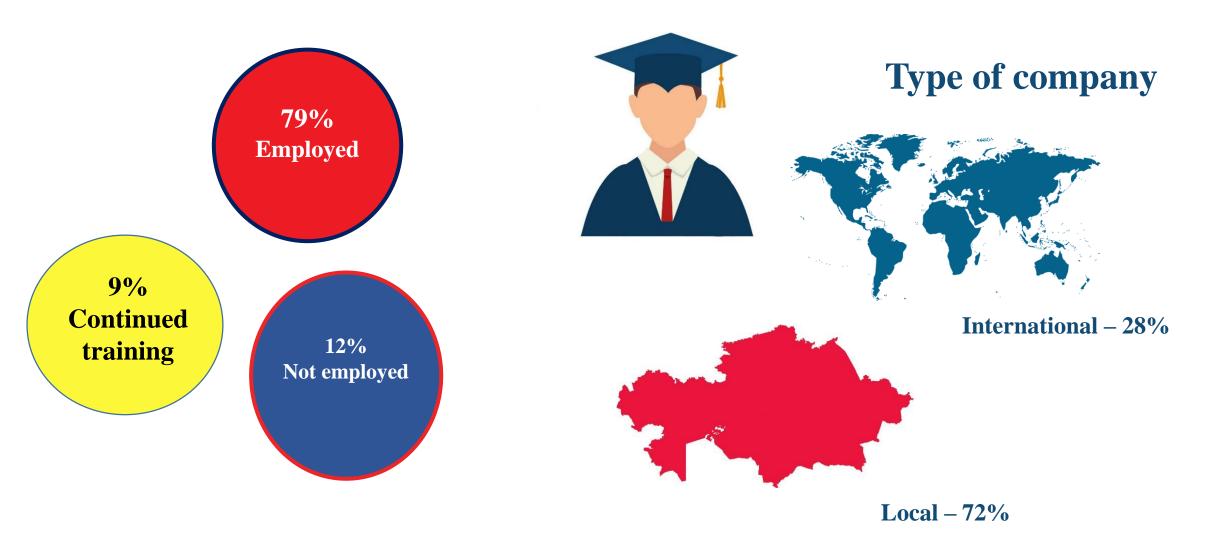


ЦОС AlmaU

"Single Window" of services where a student can receive information or service on academic mobility, legal and financial issues in 3 languages



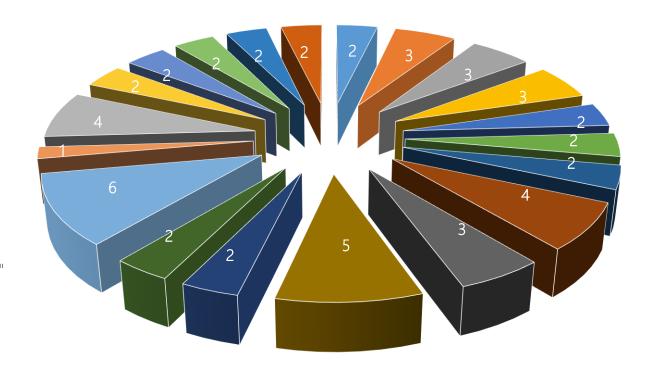
Employment of graduates of 2017-2018 academic year in the context of specialties (in %)





The companies, which employs graduates of 2017

- TOO "AB Restaurants"
- AO "Air Astana"
- YO "AlmaU"
- AO "Kaspi Bank"
- AO "RTS Decaux"
- АО "Казпочта"
- TOO "Atasu Group"
- TOO "BN-ORDA"
- TOO "Eco Park Tour"
- TOO "Ernst & Young"
- TOO "Mars Kazakhstan"
- Гостиница "Ramada Almaty"
- Гостиница "Ritz Carlton Almaty"
- TOO "Sauvage Group"
- ДБ АО "Сбербанк Казахстан"
- AO "Кселл"
- Компания В2В
- ПетроКазахстан
- TOO "K.B.S.C."
- TOO "Starget"





Internationalization and global development



Full-time international studentsFrom them: 45 students were accepted in 2017-2018 academic year. By country of arrival: Afghanistan (2), Azerbaijan (2), China (1), Kyrgyzstan (15), Mali (1), Mongolia (2), Russia (11), Tajikistan (14), Turkmenistan (2), Uzbekistan (1), Ukraine (2)

5 foreign faculty and3 foreign staff work at the University today





MAASTRICHT

- Double degree programs

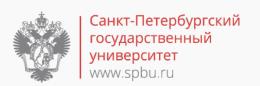
 Geneva BS, IESEG, Rennes BS, Solbridge ISB,

 Maastircht SM, PAHXuΓC
- Graduates of AlmaU Bachelor's degree received a diploma from foreign partners (Geneva Business School -1 graduate, IESEG School of Management 3 graduates, The ESC Rennes School of Business 2 graduates)

РАНХИГ
РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙС
И ГО СУДАРСТВЕННОЙ СЛУЖ



A joint degree program between AlmaU and St. Petersburg State University is in the process of launching







Dynamics of changes in international development indicators

	2015-16	2016-17	2017-18	Change 2017 vs 2015 a.y. %	2018-19	2019-20	2020-21
outcome. mob.	71	99	62	-13	80	100	120
including Erasmus+ (Kazakhstan started in 2016)	1 /	27	18	в 3 р.	20	25	30
income. mob.	10	31	44	в 4 р.	50	80	120
outcome. mob. (modular MBA programs)	40	43	41	3	50	55	60
income. mob MBA*	-	24	14	-42	15	20	25
outcome. mob. (modular DBA programs)	9	15	11	33	12	15	20
international students (full-time)	61	65	87	43	100	120	150
foreign teaching staff	5	5	5	0	7	15	20
foreign PTS (visiting)	25	18	14	-44	20	25	30
including Erasmus+	3	3	13	в 4 р.	15	20	25
PTS and AS internships abroad	26	12	28	8	30	40	45
including Erasmus+	71	99	25	-65	25	35	40
foreign staff	7	7	3	-57	5	7	10
number of double-degree programs	11	2	5	-55	2	2	2

* since 2017, students
have been exchanged
within the framework
of the academic
mobility project with
St. Petersburg state
University. Incoming:
14 listeners



Faculty members AlmaU

18 researchers' 4 masters 27 coach-advisors 2 mentor's

Faculty members were interned internally through grants (Erasmus +МАШАВ)

Faculty members received professional certification





Faculty members with their work (according to survey results)

Faculty members	2015-2016	2016-2017	2017-2018	Change 2017 vs 2015 academic year.
PhD	6	3	17	3 t.
Doctors of Science	20	25	26	30,0%
DBA, MBA, LLM	9	8	25	3 t.
Candidates of Science	77	75	91	18,2 %



Development of spiritual, physical and emotional intelligence in AlmaU

Faculty, staff and students took part in the marathon in Almaty



10 peaks conquered AlmaU Mountain **Club, including Everest**



Employees are satisfied with their work (according to the survey results)

Faculty, staff and



Free of charge within the framework of cooperation with the British Council

More

100

Faculty and staff periodically participated in an HR session Friday Excellence

Employees participate in the training program "Effective Manager»

Employees are trained in the MBA in education program with 50% discount at the expense of sponsors

Open sections and programs for faculty, staff and students:

- Choir
- Fine art
- ✓ Pottery
- Yoga
- Theatre group
- **Ballroom Dancing**
- Oratory
- Content management by Oleg He





Scientific Research activities of AlmaU

	Year	Number of articles per 1 full-time faculty	Articles, total	Far abroad	Neighboring countries	RK	Web of Science, Scopus	Monogr aphs
	2014	1,90	328	68	63	175	19	3
Fact	2015	2,27	363	54	82	197	18	12
Fa	2016	1,46	220	45	33	130	7	5
	2017	0,6	179	18	32	108	21	2
p	2018	0,6	170	25	20	100	25	5
Planned	2019	0,7	180	35	30	80	35	7
Pl	2020	0,8	200	50	40	60	50	10

The decline in the research activity of AlmaU is due to changes in the calculation methodology. For example, in 2017 accounted for only publication in the bona fide journals. Also, the negative impact was on the decline in domestic funding for scientific activities

2 scientific projects received program-targeted funding from the Ministry of Education and Science of Kazakhstan for the amount of 35 million KZT



2

New laboratories were opened with the involvement of business

- Neuromarketing Lab
- Sagrad Lab (IT),



Changing the content of educational programs

Priorities of educational policy

1. Agile educational programs and courses

- individual path of students' education (choice of disciplines, teachers, language, time of training)
- the possibility of learning any course
- Possibility of obtaining Cross degree: Major / Minor in all specialties

2. Upgrade of educational programs

■ New programmes:

- Minor in Entrepreneurship
- Minor in IT
- Double Major Финансы-Юриспруденция
- HR management (bachelor)
- Knowledge Management (Master)
- Fintech (bachelor)
- Audit of the content of educational programs
- Increase in the share of entrepreneurial disciplines in all specialties
- - Minor in Entrepreneurship

3. Professional certifications

ACCA, ESLog (European Senior Logistician),

4. Project based learning

Internships, dual education and design work on 2,3,4 training courses

Transition from dissertations to project works (research track, business case of the company, own start-up, social project, order from business, university)

6. New Educational Programs

Licensed for:

- ✓ Entrepreneurship (bachelor)
- ✓ Computer Science (*master*)
- ✓ Jurisprudence (*master*)

5. Teaching the skills of the XXI century

- Thinking Design
- Social Intelligence
- Cognitive flexibility
- Critical thinking
- Interdisciplinarity (literacy and the ability to understand concepts in several disciplines)

5. New technologies of learning

Flip training (outside class: self-study students in the classroom: hands-on training), online training, MOOC, providing online access to all course materials, the possibility of online work with the teacher

Expected results:

- 1. Satisfaction of students with the quality of education 95%
- 2. employment of graduates 79% (the survey was conducted in autumn 2017)
- 3. new businesses created on the basis of a business incubator 0

Accreditations, ratings, professional certifications

2017-2018 год

2018-2019 год

2019-2020 год

2020-2021 год



1st place in "Accounting and audit" in the educational programs ranking of the NCE "Atameken"







Международные аккредитации



For the School of Law and Public policy



IAAR Programs ranking:

3rd place in IQAA ranking

(the best Humanitarian and

Economic HEIs of Kazakhstan)

Public relations - 3 rd place; Logistics - 3 place; Regional studies - 4 place; Management - 7th place; Accounting and audit - 21st place



AlmaU in Top-5 of the **Global Ranking**



3rd place

in the ranking of the best business schools in Central Asia (also covers India, Pakistan, Bangladesh, Bhutan, Nepal, Maldives, Sri Lanka)



4 Palmes of Excellence -

top business school with significant international influence

Educational programs were audited in order to bring the content of these programs in accordance with international standards and the requirements of professional accreditation



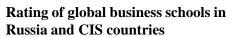


Application process

International rankings

Application process

(Accr.for Entrep.universities)









UNIVERSITY RANKINGS

5 пальм

Professional certifications

- 1.ACCA Increase the number of exemptions from 4 to 8 papers
- 2.CIMA Chartered Institute of Management Accountants, UK
- 3.AHLEI American Hotel & Lodging Educational Institute, **USA**
- 4. CILT Chartered Institute of Logistics and Transport, UK 5. ESLog - European Senior Logistician 6. EMLog - European Master
- Logisticia
- 7. PMI Project Management Institute, USA

8. ABET - Accreditation Board for Engineering and Technology, USA 9. CFA – Chartered Financial Analyst, UK



AlmaU's contribution to the development of the government, civil society, business



- Introduction of the course "Service Learning" for the 1st time in the Republic of Kazakhstan
- The project "Support to rural teachers"
- Cultural and linguistic camp "Ulytau"
- Camps "Bastau", "Zhas Kasipker", "Caspi Leader Camp"
 development of entrepreneurial thinking among young people
- Prize "For academic honesty" among researchers in the Republic of Kazakhstan
- National competition "ZACHOT" among the media for the best articles about education
- 100% scholarships for MBA programs for people with disabilities
- Social entrepreneurship (AlmaU SE laboratory)
- The project "Ules" on adaptation of the released personnel (together with Samruk-Kazyna)
- A pool of teachers-experts has been formed in each school AlmaU (2 teachers)



The initiators of the concepts "Almatystartup city", "Almaty - a social city"

The development of entrepreneurship (in cooperation with the National Chamber of Entrepreneurs "Atameken"

Research and consulting group for the administration of Mangistau region and the city of Almaty

MBA programs for government agencies in cities and regions of the Republic of Kazakhstan

Organization of the Caspian Youth Forum (Aktau Aktau)



- Advanced trends in the development of entrepreneurial education in the Ministry of Education and Science of the Republic of Kazakhstan
- Establishment of training standards for MBA and DBA in the Republic of Kazakhstan
- Standards of private education in Kazakhstan
- Assistance in the transformation of 8 regional universities of Kazakhstan into entrepreneurial universities (with the financial support of ERG)
- Project on creating clusters of youth entrepreneurship in Aktobe
- Consulting for Esenov University, Kazakh State Women's Teacher Training University, Abay University
- Project "Casipker" for the heads of colleges



Business

- The initiator of the Kazakhstan Foundation for Management Development (KFMD)
- Eurasian startup competition (partner: Skolkovo Foundation, Russia)
- The 1st Kazakhstan bank of business cases together with the Association
- "Bolashak" (leaders of youth of the Republic of Kazakhstan)
- The training mechanism for MBA and DBA in the Republic of Kazakhstan (~ 50% and ~ 67% in the market of the Republic of Kazakhstan)
- The conference "My Profession" was held in AlmaU
 about 1000 potential applicants took part



AlmaU innovative infrastructure development

In the 2017-2018 academic year, the following were opened

- ✓ Knowledge building
- ✓ All 3 buildings are provided by the online booking system
- ✓ Media Lab
- ✓ New Reading Room of the Library
- ✓ Design Lab
- ✓ Laboratories of a new building





Purchased:

2 servers

2 touch screen terminals

13 laptops

45 проекторов

80 компьютеров

8 новых тренажеров

The SKD system was replaced by a modern

16 modules of the Knowledge Management System were developed and launched in the test mode

Knowledge Building. New educational spaces

□ Laboratory of Neuro-marketing

equipped with a video camera, microphone and a mobile eye tracking system Tobii Glasses 2

□ Laboratory«PetroleumTransportLab» (General sponsor - LLP "Petroleum")

Smart projector equipment

□ Laboratory DesignLab Center for Entrepreneurship and Innovation Development

equipment with sound system and projector, glass boards for design processes, tools and accessories for creating and modeling prototypes.



☐ Educational simulation center (simulator room).

Center for Mediation and Center of Excellence

equipment with four video cameras, microphones and voice recorders

☐ Oratory workshop room

equipment with a video camera for recording and analyzing speaker speeches

□ Laboratory Cyber-Polygon "EngEkon" of the Higher School of Management (general sponsor - JSC "Kazakhstan GIS Center", Ministry of Defense of the Republic of Kazakhstan)

equipment with a video camera for recording and analyzing speaker speeches

■ Multimedia Journalism Center MediaLab at Higher School of State and Public Administration and Law

equipment with a projector, computers and a dictaphone

Sport & Art Zone:

Increase in additional sports sections and activities for personal development and a healthy lifestyle for students.



Increase AlmaU financial stability

118 mln.

KZT

Profit of the University in 2017-2018 academic year (planned – 400 mln KZT)

+3

Overnight

1,5

60 mln KZT

Savings on electricity

Reduction of interest on the loan

Developed and approved

Anti-crisis program

for 3 years

192,66 mln KZT



Income from fundraising

Grants

- **42 million tenge** for training of teaching staff and MBA in education
- ~ 30 million tenge grants for training 20 students (6 students from the E.Tatishev Foundation, 6 students on a grant from the akimat of Mangistau region, 1 student on a Senim fund grant, 4 students from ERG, 3 students from an anonymous sponsor)
- **24 million tenge** Erasmus + (from the European Union)
- 17.8 million tenge extension of the grant from the Ministry of Education and Science of the Republic of Kazakhstan to attract foreign top management
- 17.2 million tenge from the Ministry of Education and Science of the Republic of Kazakhstan to the outgoing mobility of students
- 2 million tenge from a member of the Board of Trustees

Projects

- 45 million tenge contract with ERG
- **4.8 million tenge** tea room project (sponsored by a company from China)
- 2.2 million tenge Zhersu Corporation

Barter (estimated monetary equivalent)

- **3.96 million tenge** for events
- **1.8 million tenge** from sponsors for the forum on May 30
- **0,95 million tenge** for student events
- **0.5 million tenge** a grant from the Embassy of the People's Republic of China to cover the costs of the participation of the First Vice-Rector at the forum in China
- **0.45 million tenge** 3 tickets of premium class on AEF



AlmaU 2025 Strategic directions

1 Knowledge generation and management

Academic excellence

AlmaU researches

Knowledge management

2 Entrepreneurial education ecosystem

Entrepreneurship ecosystem

Smart infrastructure

AlmaU Knowledge Park

Contribution of AlmaU to the development of business, government, society and education

Meaningful AlmaU

Impactful AlmaU

4 People, Culture, and Leadership

Talent development

Managing staff reserves

Individual development trajectory

Goal 1: Development of educational programs

Task 1: Opening and development of new schools and centers

	2018-2019	2019-2020	2020-2021
Schools	 Hospitality Center School of Hospitality Center for Entrepreneurship and Innovation Development School of Entrepreneurship and Innovation 	 School of Public Health School of Industrial Design and Urban Studies School of Media and Communications 	Faculty of Arts and Producing

Task 2: Enlarge the educational programs portfolio

New EP	2018-2019	2019-2020	2020-2021
Bachelor	Entrepreneurship	 HR management (20 students) Fintech (20 students) 	
Master		 Jurisprudence (20 students) Restaurant and Hotel Business (20 students) MPA (20 students) LLM (20 students) Knowledge Management (20 students) 	
MBA		Media management (20 students)	 Art Management (20 students) Management in Public Health (20 students)

Goal 2: Improve the quality of educational programs

Task 1: Apply for international accreditations









Task 2: Ensuring the leading positions in the ratings





Goal 3: Development of Double Major, major-minor programs

Task 1: Recruitment to the Double Major program as Lawyer-financier (at least 20 students)

Task 2: Major-minor in 4 programs: Finance, Management, IT, Jurisprudence (at least 20 people in each program)

Task 2: Recruitment for the merit certificate in 3 programs: IT, Accounting, Marketing (at least 20 people in each program)

Goal 4: Ensure the practical orientation of the EP

Task 1: Dual format of training

Task 2: Recruitment of teachers-practitioners to disciplines

Goal 5: Develop Virtual Education

Task 1: Increase income from online courses (undergraduate, short-term courses)

130 mln KZT

300 mln KZT

2018-2019

2019-2020

Goal 6: Internationalization of educational programs

Task 1: Implementation of double degree and exchange international programs

Task 2: Attracting and retaining world top universities as partners

Task 3: Strengthening the international branding of the university

Task 4: Ensure the availability of foreign faculty in each program



Goal 7: Internationalization of the student body

Task 1: Increase the number of exchange students (incoming and outgoing)

 80
 100
 120
 50
 80
 120

 2018-2019
 2019-2020
 2020-2021
 2018-2019
 2019-2020
 2020-2021

 Outgoing students number
 Incoming students number

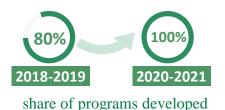
Task 2: Increase the number of foreign students

1001201502018-20192019-20202020-2021

Number of foreign students

Goal 8: Positioning AlmaU as a university for English and Kazakh speaking audiences

Task 1: Ensure the availability of educational programs in three languages:



in 3 languages

Task 2: Recruitment of Faculty capable to read in English and Kazakh languages



Task 3: Increase the number of students in Kazakh and English

		2018	2019	2020
Number of or	Kazakh	5	6	7
tudents, not less han 20	English	5	7	9

Goal 9: Enhance research and development activities

Task 1: Development of scientific clusters

4 6 7 2018-2019 2019-2020

2020-2021

Number of scientific clusters

FinTech • Urban Design • Tourism

Knowledge Management • E-commerce

Task 2: Increased participation in scientific grants

	2018-2019	2019-2020	2020-2021
Number of won projects	3	5	7
Amount in mln KZT	40	50	100

Task 3: Increasing the number of projects for the commercialization of science

1 2 3 2018-2019 2019-2020 2020-2021

Number of commercial projects

Goal 10: Development of the Knowledge Management System

Task 1: To Launch the corporate knowledge management portal AlmaUnion, develop its academic module

2018-2019 2019-2020 Number of running modules of **KMS**

Task 1: Automate the main business processes (academic, HR, logistics, planning)

> 2 4 6 2018-2019 2019-2020 2020-2021 Number of automated business projects

Goal 11: Strengthen student-orientation

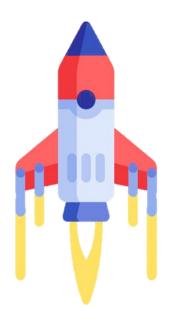
Task 1: to increase the number of students provided with scholarships from external sources

2018-2019 2019-2020 2020-2021

Number of students awarded with scholarships

Task 2: Provide Students' Center with a full-time psychologist

2. The ecosystem of entrepreneurship at the University



Business Incubator AlmaU

2. AlmaU Spark acceleration program

students startups and innovators will be able to test their idea and implement it into a finished project

1. Educational program of business incubation

Program participants will receive everything they need: expertise, service and infrastructure, business education, as well as personal mentoring and tracking.

Expected Result: launch of more than 10 startups (worth more than 150 million tenge) annually.

To organize the «Innovation Week at AlmaU»

«Start-up Night», «Women in business», «Doing business with Israel», «Agricultural Innovation Quick Incubator», "Monetization of talent: start-up movies, art and music", etc.



Involvement of 10 leading companies in forum organization

Launching

AlmaU Crowdfund Platform

In order to improve the learning process and improve the entrepreneurial culture of students and faculty of the University, but more importantly one of the experimental methods to test and validate their ideas

C – Commerce Lab (Case Lab)
 entrepreneurial case-study laboratory

2. The ecosystem of entrepreneurship at the University

Infrastructure of entrepreneurship in AlmaU

Innovative environment development through financing and support by partners (search for partners)

Opening of laboratories, launch of projects with business

2018/19 – 6 проектов → 2020/21 – 10 проектов

- Big Data Medical Lab,
- FinTech Lab,
- Analytics School,
- Urban Design Lab,
- Innovative Tourism Studio
- Laboratory of Strategic Transformation









Opening of **Tea room**Finance by **Yunnan Cangfeng Tea Co**13 800 USD



3. AlmaU contribution to the development of society and the knowledge economy

Goal 1. Strengthening of interaction with public authorities (development of government relations (GR))

2018/19 - 1 project $\implies 2020/21 - 3$ projects

Goal 2. Increase the number of joint projects with business

2018/19 - 2 projects $\implies 2020/21 - 6$ projects

Goal 3. Increase the number of projects on education development

- Teaching entrepreneurship to college students
- Teaching schoolchildren to entrepreneurship
- Broadcast the model of an entrepreneurial university to universities
- Team development project for top management of schools, universities in cooperation with the Higher School of **Economics**

 $2018/19 - 4 \text{ prjects} \implies 2020/21 - 10 \text{ projects}$



Opening Think Tank. Expert resource center. Consulting and research



- EdCrunch Astana in October 2018
- Zhas Kasipker for KFMD
- *Projects to support rural schools (the next steps)*
- Research project on the problem of autonomy of universities in Kazakhstan
- Social Project "Unlimited Possibilities", AlmaU
- Consulting for business

4. People, Culture and Leadership in AlmaU

Цель 1: Ensuring the compliance of the qualification of AlmaU staff and faculty to international standards

3adaча 1 10 50 2018-2019 2020-2021

To increase the number of international internships of faculty and staff

 Задача 2

 15
 25

 2018-2019
 2020-2021

Provide practice-oriented internships of faculty for a period of not less than 3 months

(number of Faculty)

 Задача 3

 2
 5

 2018-2019
 2020-2021

To increase the number of faculty with international professional certifications

Цель 2: International development of faculty and staff

3adaya 1

2 6

2018-2019 2020-2021

Foreign staff recruitment

 Задача 2

 2
 4

 2018-2019
 2020-2021

Increase the number of international projects

Цель 3: Development of the spiritual, physical and emotional intelligence in AlmaU

 Задача 1

 6
 10

 2018-2019
 2020-2021

Increasing the number of available sections of the AlmaU Sport&Art Zone

AlmaU Development priorities for 2018/2019 ac.year

1 Standardization of business processes

Automation of educational, financial and management processes

Strengthening the corporate culture in the transformation of the classical university into an entrepreneurial university