



A photograph of the Alma University building, featuring a prominent sign that reads "ALMA UNIVERSITY" in red and blue letters. The building has a modern architectural style with blue accents and large windows. The image is partially obscured by a dark blue banner with white text.

ALMA  
UNIVERSITY

# Results of AlmaU activity in 2019-20 academic year



# Key indicators of 2019-20 academic year



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Main indicators	Unit of meas	2018-19	2019-20	%
<b>Total revenues of the University</b>	mln tenge	2414	*2574	6,2
<b>Profit of the University</b>	mln tenge	227	*179	-26,8
<b>The total number of students:</b>	people	2719	3367	19,2
Bachelor's degree students	people	1702	2347	27,5
Master's degree students	people	177	137	-29,2
PhD students	people	24	34	29,4
MBA students	people	600	610	1,6
DBA students	people	55	60	8,3
SHE students	people	161	179	10,1
<b>Percentage of foreign students at the University</b>	%	4,7	5	6,0
<b>Number of employed graduates in the first six months after graduation</b>	%	75	80	6,3
<b>Number of startups / projects of the incubator</b>	units	10	10	0,0
<b>Total number of publications in Scopus in all scientific areas</b>	units	18	17	-5,9
<b>Total number of publications in Web of Science in all scientific areas</b>	units	7	5	-40,0
<b>Average number of publications in Scopus per full-time teaching staff at a school</b>	units	0,04	0,04	0,0

**Decrease of the University profit was due to an increase in administrative expenses related to the transition to an online format of work and training, the funds are allocated at reducing the credit load.**

\*Planned amount, subject to change

Source: according to the data of responsible structural divisions

The number of reduced positions	Quantity	Total
School	3	31,5
Administration	28,5	
New units created	Quantity	Total
School	21	30
Administration	9	

*Since April 2020, work has been underway to optimize the University's staff in favor of academic processes.*

## 5 new divisions were created:

- Project coordination office
- Centre of Urban Studies
- School of Economics and Finance
- Department of pedagogical skills
- QMS office

## 4 divisions were abolished:

- Knowledge management office
- Center for social entrepreneurship
- Regional development Department
- Purchasing and logistics Department

**Revision of the map of academic subjects for the autumn semester of 2020-2021 academic year was done:**

- **online courses** - fully independent, pre-prepared online courses, conducted with tutors' support. Basically, these are general educational and basic disciplines, which involve combining students in streams.
- **blended courses** - courses conducted in a mixed format. All profile courses are planned to be conducted in a mixed format. There are 2 options for mixed courses:
  - 1) 40% - *pre-recorded video lectures*, 60% - *webinars (interactive classes held in the format of videoconferencing, ensuring active interaction of the teacher with students)*.
  - 2) 33% - *pre-recorded video lectures*, 33% - *webinars*, 34% - *offline classes in small groups*.

**Summer online school for AlmaU teaching staff** was organized.

The school program is designed for 2 categories of teachers:

- 1) Teachers who create completely independent online courses
- 2) Teachers who will teach in a mixed format

**Orientation week for 1-4 year students** was conducted **online**. The orientation week program included the following topics:

- prevention of coronavirus;
- updated academic policy, Student Code of Ethics;
- effective teaching in the online format;
- effective time management during online training;
- training for working in Platonus system, Moodle;
- training for working in Microsoft teams, Zoom;
- familiarization with all channels of communication with the teaching staff, with all structural divisions of AlmaU;
- getting acquainted with AlmaU Student's Handbook and Academic Handbook.



## **A quality management system project from World Bank together with a partner University in Tajikistan.**

*Since February 2019, Almaty Management University and Tajik State University of Commerce have jointly implemented the project “Providing technical assistance in development and implementation of a quality management system at Tajik State University of Commerce”, funded by World Bank.*

## **“UNIVERSITY MANAGEMENT 2020” Project, organized by Almaty Management University (AlmaU) for top managers of Kazakhstani universities commissioned by the Ministry of education and science of the Republic of Kazakhstan.**

*Intensive course of 4 modules, which were held from February to August 2020, took place in the conditions of a coronavirus pandemic and quarantine.*

## **«YbyraiCamp» Summer school of entrepreneurial education**

*this year was held online and brought together more than 300 teachers and employees of educational institutions, residents of ERG company's “Ecosystem of student entrepreneurship“ project.*

## **“Effective School Management” Project**

*AlmaU Institute for educational development (Almaty, Republic of Kazakhstan) with the participation of experts from Institute of education of Graduate School of Economics (Moscow, Russian Federation), implements a program of advanced training for managers of secondary schools.*



## TOP -100

[QS Global EMBA Ranking \(2020\)](#)

## TOP -200

[QS Global MBA Ranking \(2020\)](#)

## TOP-25 in Asia

[QS Global MBA Ranking \(2020\)](#)

## TOP 3 in the Central and South Asia region

[Eduniversal](#) (2018, 2019)

**LEADER** among the business schools, actively moving up on the global market

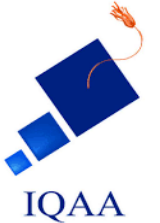
“RA Expert” (2017-2020)

**301-400** place in impact rating of

[Times Higher Education Impact Ranking \(2020\)](#)



**TOP 3** best best humanitarian - economic universities of Kazakhstan according to IQAA (2020)



**TOP 5** in the national rating of «Atameken» NCE (2020)



**International professional certification in**  
«Accounting and Auditing» - ACCA,  
MBA «Financial engineering» - GARP



A photograph of a modern university building with a blue and white facade. The words "ALMA UNIVERSITY" are prominently displayed in red, three-dimensional letters on the upper part of the building. The sky is bright and clear. In the foreground, a group of graduates in black gowns and caps are smiling and celebrating. A red banner with white text is overlaid across the middle of the image.

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## 2. Up-dating AlmaU strategy until 2025



# Background and challenges

## GLOBAL



- Pandemic COVID-19
- Digital divide
- Switching to online education
- Need to diversify University revenues
- Slower economic growth
- Growth of significant influence (Impactful University) and social responsibility of universities

## NATIONAL



- Modernization of the education system of the Republic of Kazakhstan
- Development soft skills: leadership, entrepreneurship, communication
- Increasing the independence of higher education institutions
- Low priority given to research activities
- Poor interaction between universities and businesses
- Growing demand for crisis managers in the public and private sectors

## Vision



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

## Mission

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



### Leadership

We strive to be agents of change, demonstrate entrepreneurial thinking and culture, and manage our own development.



### Diversity and inclusion

We value sociocultural diversity and strive to create an atmosphere of mutual respect where every employee and student contributes and succeeds.



### Honesty and openness

We are committed to intellectual honesty and openly communicate our intentions in our work and communication, always ready to exchange ideas and improve



### Command spirit and synergy

We are a close-knit team of professionals working on the principle of “Win-Win-Win” to ensure the synergetic success of the University, business and the state.



### Responsibility

We are responsible for the results of our activities to our partners, students, colleagues, create strong ties with them, working for the benefit of society.

	Academic excellence	Research and innovation	Entrepreneurship for all
	Development of student-centered, personalized education	Development of the research ecosystem	Development of the entrepreneurial university model
	Expanding the impact on education system and market development	Leadership in applied research	Development of entrepreneurial ecosystems at the university.
<b>Sustainable development</b>	AlmaU matters. People matter. Students matter.	Strengthening the impact of research and consulting on society, government and business	Increasing the influence of the University in society
<b>Internationalization</b>	Impact on the international education agenda	Assistance in solving global problems through participation in international projects	Become a business education benchmark for Eastern Europe and Central Asia
<b>Digitalization</b>	Digital transformation of the university and development of online education	Development of “Knowledge Management” portal	Online school of entrepreneurship



**1. “Academic excellence”  
Strategic direction**



# 1.1. Concepts of student-centered education

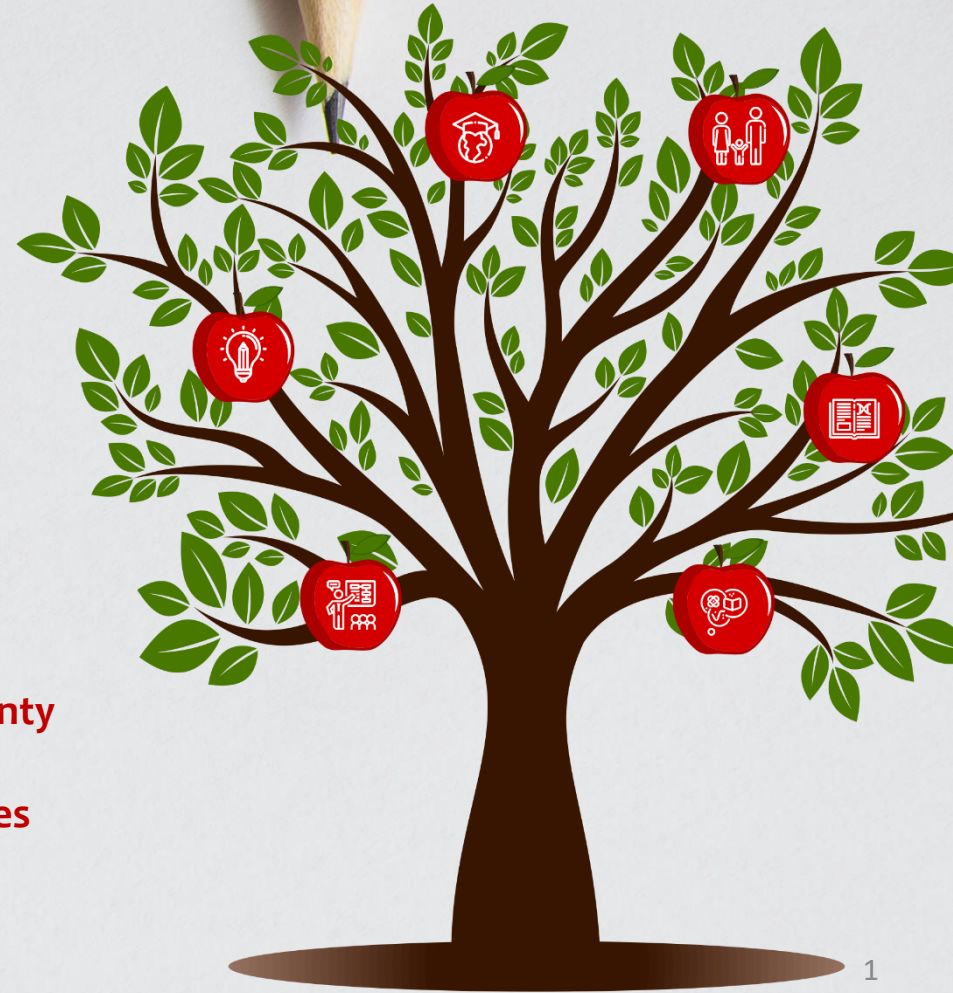
## I – blocks AlmaU

- Basic knowledge
- Entrepreneurship
- Management
- Professional certification
- Personal development
- Digital competencies
- Project instead of thesis
- Practical skills

AlmaU author's courses :  
Life design  
Service learning  
Leadership from a leader  
Human rights and civil society

## AlmaU graduate

- Focused on a happy, harmonious life
- Open, retains self-identity in a multicultural environment
- Has an entrepreneurial mindset
- Able to solve problems in conditions of uncertainty
- Able to self-study and self-develop
- Finds opportunities outside of available resources
- Manages projects, business, changes





# 1.2. AlmaU matters! People matter!

## AlmaU teacher

### I – blocks AlmaU

1. Teaching Excellence Programs  
development of pedagogical, digital competencies  
AlmaU in faces - promoting the teachers' brand,  
contests - AlmaU Teaching Award  
Innovators among us
2. Talent management program
3. Programs of the laboratory of happiness.  
"Happy AlmaU Employee" concept.
4. Infrastructure for development:  
AlmaU sport & art zone, Co-working zone,  
access to external resources
5. Academic mobility programs



- ❖ Seeking the continuous development and transfer of knowledge, experience and skills
  - ❖ Actively published researcher
  - ❖ Consultant (consulting services)
  - ❖ Mentor, coach
  - ❖ Leader and speaker
  - ❖ Adherent of academic honesty
  - ❖ Possesses high emotional intelligence

# 1.3. AlmaU matters! Students matter!



AlmaU Management



Learners



Teachers

Joint creation of content and structure of educational programs  
Freedom to build your own unique study program (personification)  
Student management

Environment forming equal partnerships  
AlmaU Family relationships

**For the university** – new products, social capital, impact, AlmaU Ambassadors

Win!

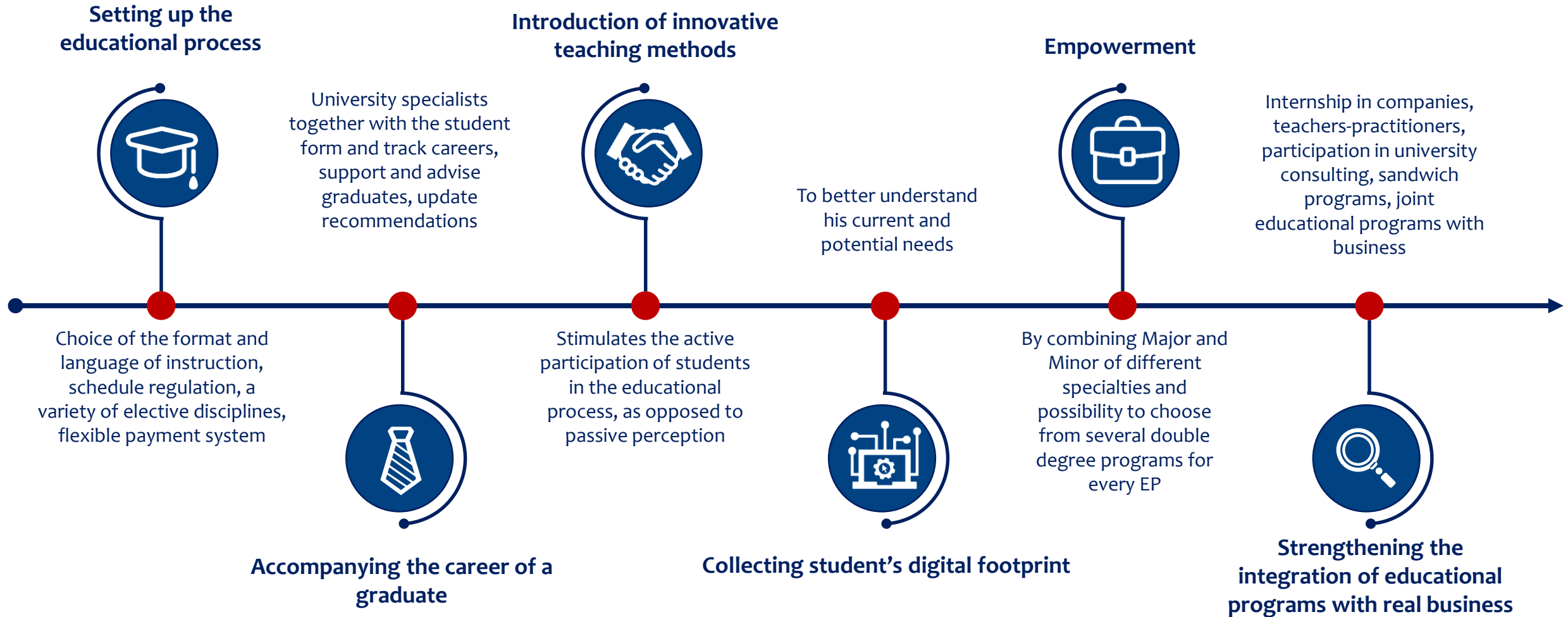
**For the student** – education for life, profession for the future, Alma Mater forever

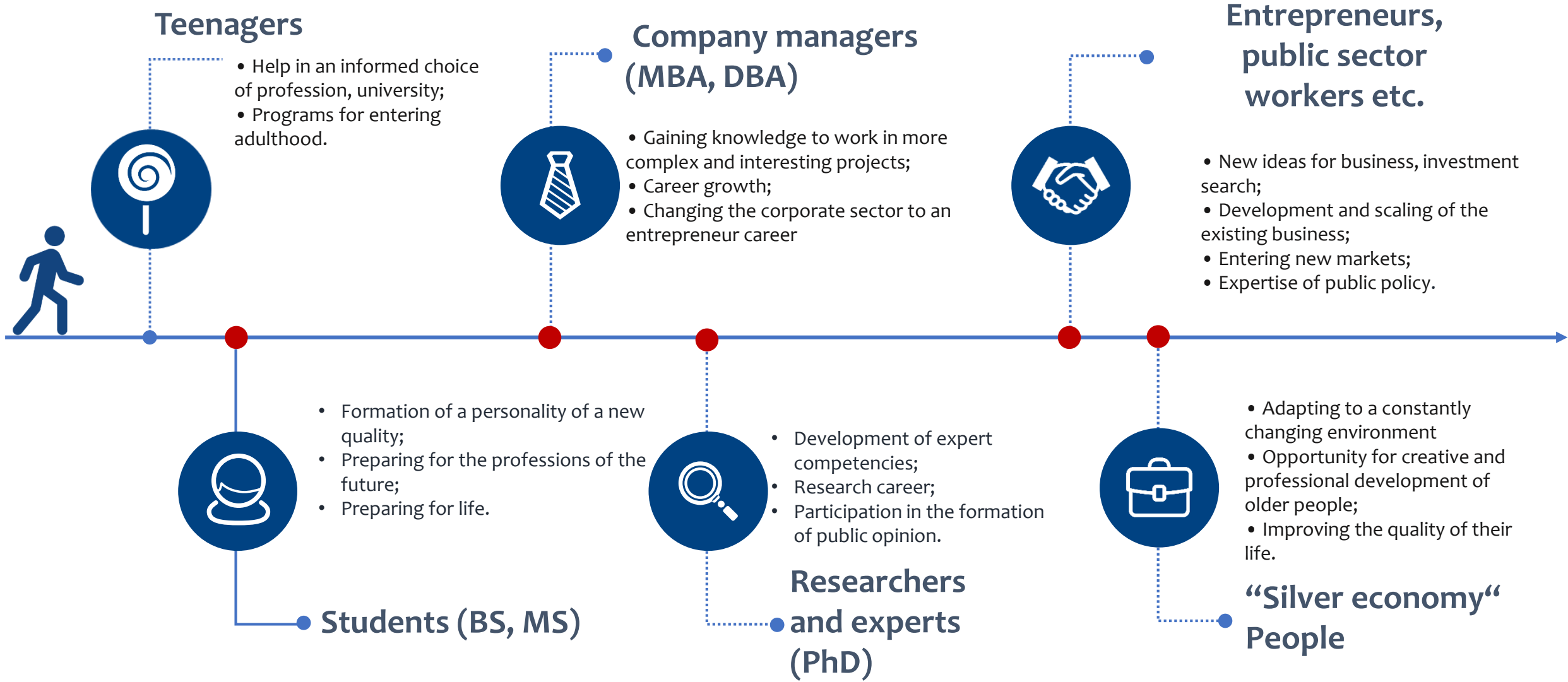
Win!

**For the society** – leaders, change agents, professionals

Win!

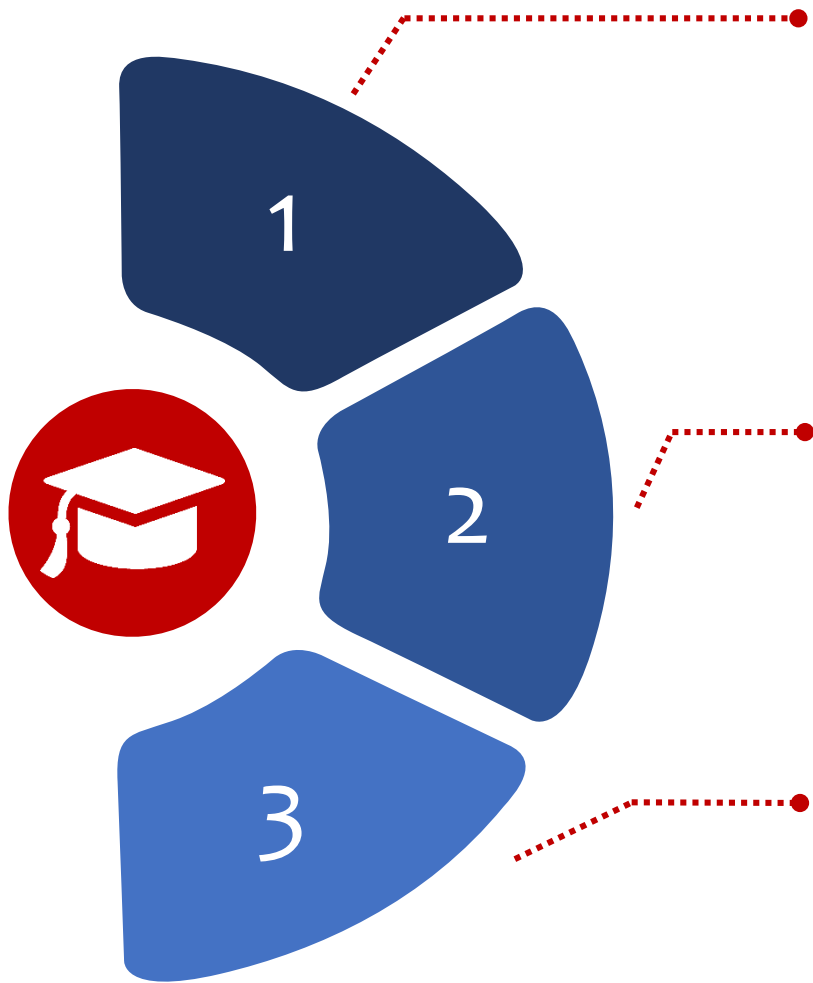
# 1.4. Personalized education







# 1.6. Increasing influence on development of the education system



## "Management in education" Program of AlmaU Institute for Educational Development

- AlmaU IED is the center for generation and transfer of knowledge of effective management methods of public organizations
- Professional retraining of employees of the state educational management system, managers of private and state public organizations
- Graduates as agents of changes in the education system

## Platform for development of the education system

- Development and promotion of technologies and methods of effective management of educational institutions
- Transformation of educational organizations based on AlmaU IED author's methodology
- Creating a platform of universities for synergy and exchange of best practices, implementation of strategic initiatives

## Research in the field of education

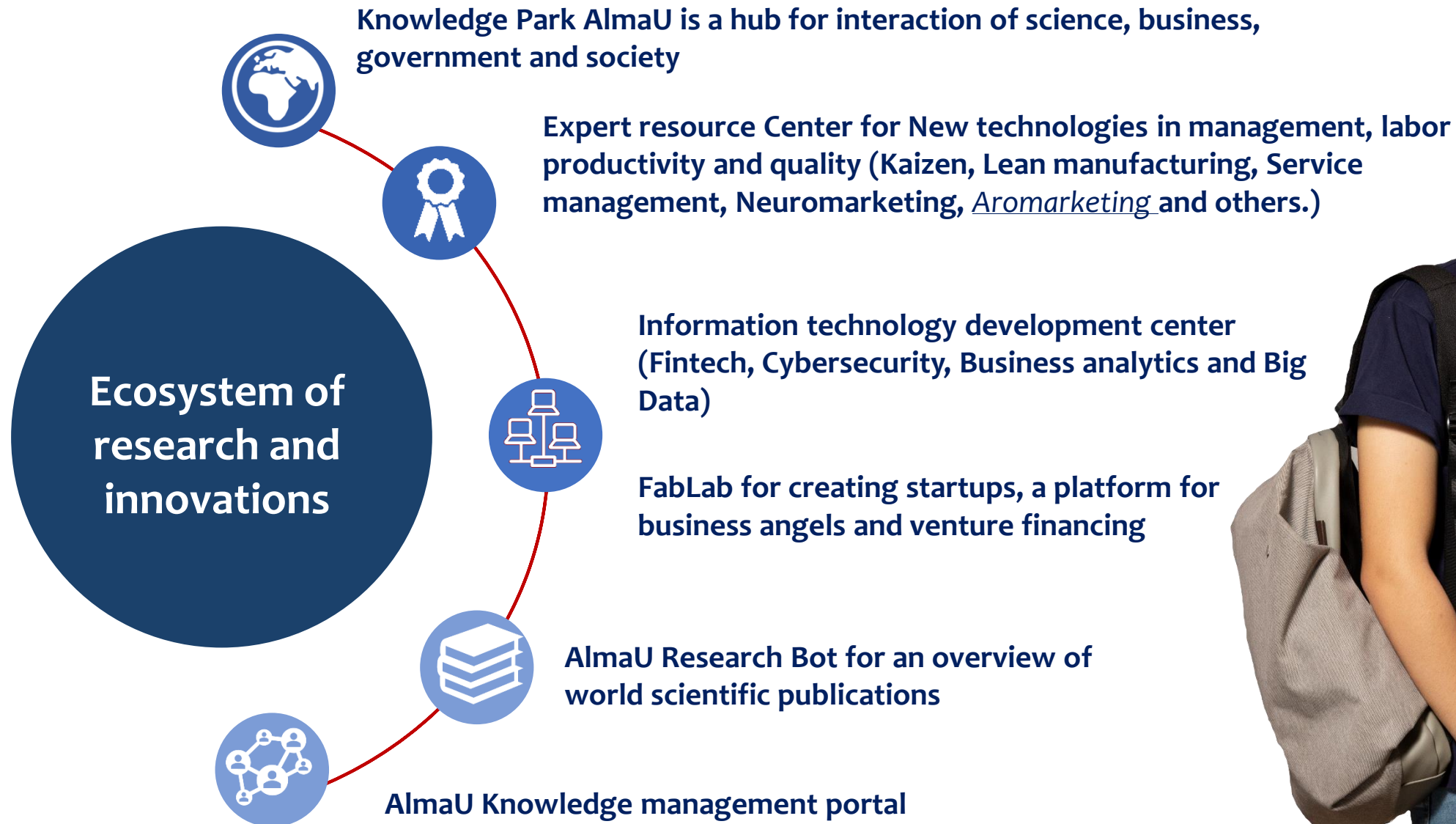
- Collecting and analyzing information about the functioning of educational systems
- Involvement of experts in development of legislative acts
- Participation of experts in international projects as consultants





## **2. “Research and Innovation” Strategic direction**

## 2.1. Development of research environment



## 2.2. Increasing the impact of research and consulting On society, the state and business

### Introduction of project management



Forming an expert opinion  
Implementing innovations in the educational process, business and politics

### International collaboration



Marketing research.  
Strategic study and consulting.  
System business solutions.  
EdTech – development of own and transfer of advanced technologies

### Capitalization of research results



Participation in international projects  
Invitation of international experts

### Leadership in applied research



Attracting commercial projects to the University and supporting their implementation.  
Joint research teams of experts, teachers, students

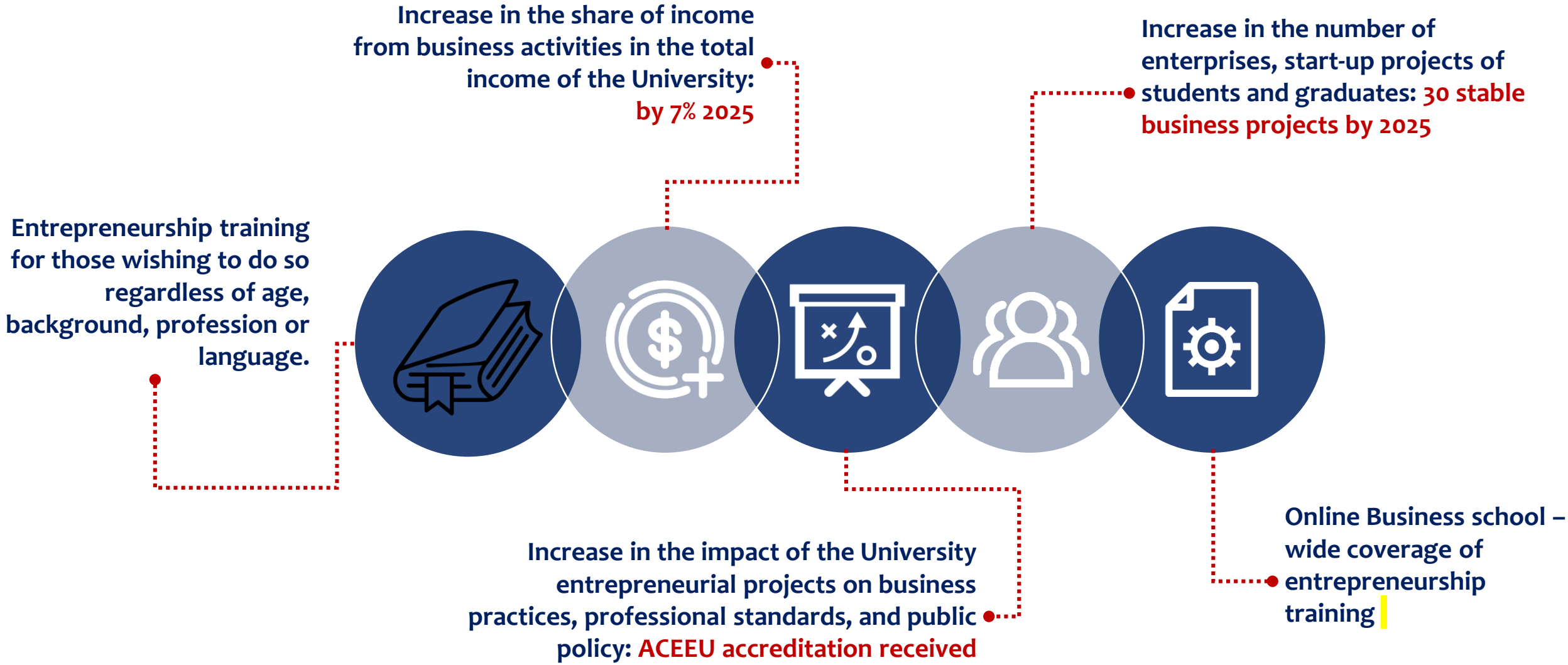


### **3. “Entrepreneurship for all” Strategic direction**



# 3.1. Entrepreneurship for all

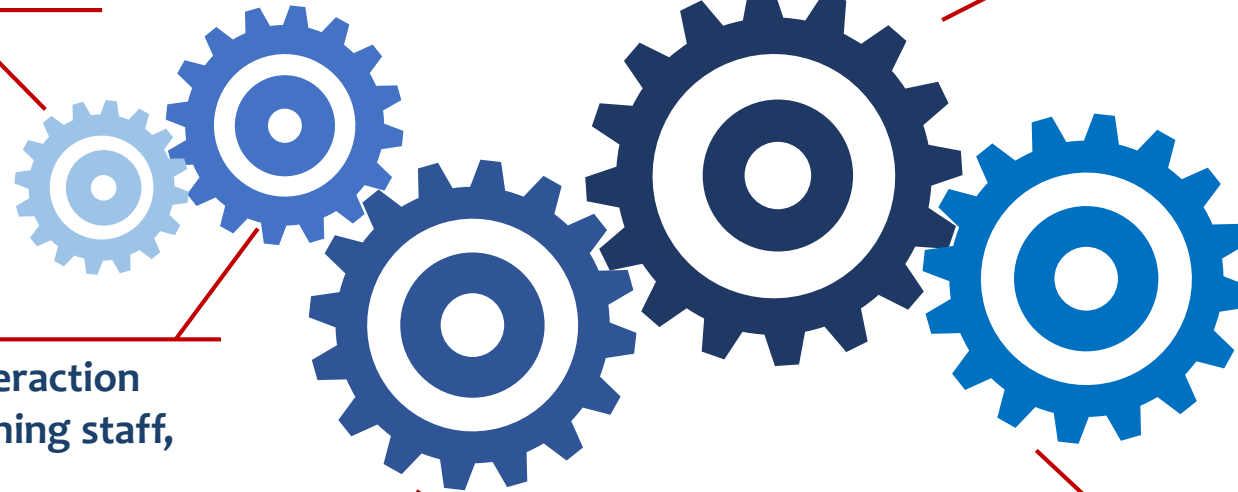
Strengthening the influence of the university in society



## 3.2. AlmaU ecosystem of entrepreneurship

Development of entrepreneurial skills and entrepreneurial thinking in practice, through creation of startups

Development of "KAINAR BULAK" urban space, a center of attraction proactive, enterprising, idealistic people



Creating a system of interaction between employees, teaching staff, graduates and students of different programs

Support of start-ups through a business incubator, accelerator and venture capital financing

AlmaU Initiatives on promoting entrepreneurship:

- Transformation of classical universities into entrepreneurial ones
- Entrepreneurship in the creative class
- Family business
- Social entrepreneurship

# 3.4. AlmaU Institutional development 2025

Fact 2020



Graduate School of Business



Graduate School of Management



School of Public Policy and Law



School of Engineering Management



School of Hospitality and Tourism



School of Entrepreneurship and Innovation



School of Health Care Management



International School of Communication



Almaty Film Academy



Plan for 2025

Center for Urbanism and City Management



Center for Social Entrepreneurship



Digital Competence Center



Center for Non-Governmental Organizations



Center for Creative Economy



Center for Sustainable Development (UN)



Development of the centers:

- Focus on applied research and international cooperation
- Attracting a strong expert staff



**Expected results**

# Expected results

In addition to the strategy, a **roadmap** has been drawn up that includes all objectives and quantitative indicators for implementation of **AlmaU Development Strategy 2025**.



## Academic excellence

- Each educational program will be able to offer an individual approach to the formation of the curriculum.
- A steady process of improving the quality of education will be formed.
- Completion of any educational program will be a guarantee of employment.




## Research and innovation

- Improving the quality of scientific research at the university.
- A stable process of development and implementation of innovations, including on the basis of scientific developments of the university.
- Formed research and innovation ecosystem.
- Growth in income from research and innovation.



## Entrepreneurship for all

- Making entrepreneurship part of the university cultural code.
- Spreading sustainable entrepreneurship outside the university.
- AlmaU becoming as a role model for all entrepreneurial universities in Eastern Europe and Central Asia.

	2020	2025
		
<b>Number of programs</b>	15 Bachelor, 7 Master, 6 MBA, 1 DBA, 5 PhD, 30+ Short-term	18 Bachelor , 9 Master, 8 MBA, 2 DBA, 7 PhD, 50+ Short-term
<b>International cooperation</b>	130+ universities, 25+ associations', 11 dual degree programs	140+ universities, 25+ associations', 18 dual degree programs
<b>Number of students</b>	3000+ including 280+ foreign and by inbound and outbound mobility, 5% foreign student,	5000+ including 500+ foreign and by inbound and outbound mobility, 15% foreign students, 50+ MBA in Kazakh language
<b>Number of Teaching staff and employees</b>	214 full-time teaching staff, 6 foreign teaching staff and employees	300 full-time teaching staff, 30 foreign teaching staff and employees
<b>Recognition (accreditation and ratings)</b>	<ul style="list-style-type: none"> <li>• Top 100 EMBA programs according to <a href="#">QS Ranking by Subject (2020)</a></li> <li>• Top 200 best business schools in the world and top 20 in Asia programs MBA according to <a href="#">QS Ranking (2019)</a>,</li> <li>• 4 branches Eduniversal (2018)</li> <li>• 301-400 position in the influence rating of <a href="#">Times Higher Education Impact Ranking (2019 g.)</a>,</li> </ul>	<ul style="list-style-type: none"> <li>• In QS WUR rating</li> <li>• In the rating of QS by subject MBA - top 150</li> <li>• In the rating of THE Impact Ranking - top 200</li> <li>• Among the universities with Triple Crown accreditation»*</li> <li>• EFMD (EQUIS, EPAS), AMBA, AACSB accreditations,</li> <li>• 5 branches of Eduniversal</li> <li>• Become a benchmark entrepreneurial University in Eastern Europe and Central Asia, get ACEEU accreditation for entrepreneurial universities</li> </ul>
<b>International certification</b>	International professional certification of the programs "Accounting and audit» - <b>ASSA</b> , MBA «Financial engineering» - <b>GARP</b> .	70% educational programs will have international certifications



**A** - Achieve  
**I** - lead  
**m** - manage  
**a** - apply  
**U** - Undertake



**Alma Mater. AlmaU matters!**



**ALMA**  
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**Thanks for your attention!**