

**ALMA
UNIVERSITY**

ALMAU IMPACT REPORT



ALMAU supports the Sustainable Development Goals

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Report Overview

AlmaU issues Impact Report to introduce its openness & transparency for all interested parties. In this Report AlmaU presents its commitment to the UN SDGs as well as social, economic and environmental responsibility. The Report contains consolidated data, key performance indicators and evidence of sustainable development activity.

AlmaU implements the principles of the UN SDGs, though UN Academic Impact and Principles for Responsible Management Education (PRME) and other initiatives.

Please see AlmaU Report on the commitment to the UN SDGs 2018-2019 [here](#) and AlmaU PRME SIP Report 2020 [here](#).

Rector's Welcome Message



We are happy to present our Report on the continuous commitment to the UN SDGs.

In 2020 AlmaU has presented its updated strategy based on the solid foundation of its past achievements and aspiration to be a world-class entrepreneurial and socially responsible university. The strategic documents are created in a way so that every strategic and operational activity of the university addresses the UN SDGs. The given report highlights some of the university's activities that promote the UN Global Agenda and reflect our commitment to the UN SDGs.

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

We look forward to having a fruitful decade of joint actions!

Dr. Yerbol Suleimenov,

Rector

A handwritten signature in blue ink, appearing to be 'Y. Suleimenov', written in a cursive style.

Our Mission

We are making the world better through the development of education, research and entrepreneurship.

Our Vision 2025

AlmaU is an entrepreneurial, socially responsible world-class university.

Our Values

Leadership - we strive to be agents of change, demonstrate an entrepreneurial mindset and culture, and control our development.

Diversity and inclusion – we value social and cultural diversity and strive to create an atmosphere of mutual respect, where every employee and student contributes to each other's success.

Responsibility - we are responsible for the results of our activities to partners, students, colleagues, create strong ties with them, working for the good of society.

Integrity and openness – we are adherents of intellectual honesty and openly communicate our intentions in work and communication, always ready to exchange ideas and improve.

Team spirit and synergy - we are a close-knit team working on the principle of "Win-Win-Win" to ensure the synergistic success of the university, society, business and government.

AlmaU 2025 (Meaningful & Impactful University) vision and mission fulfillment will take place through the prism of three strategic directions:

1. **ACADEMIC EXCELLENCE:** student-centered education, personification, online education and lifelong learning
2. **RESEARCH AND INNOVATION:** strengthening research competencies, developing conditions for generating knowledge and developing innovations.
3. **ENTREPRENEURSHIP FOR ALL:** development and dissemination of entrepreneurial mindset and skills among people of all professions and ages, increasing the influence of the university on the country's economy and public life.

Each strategic direction is imbued with three principles:

1. **SUSTAINABLE DEVELOPMENT** - a positive contribution to the development of the state, society and business; balanced and effective university activities; inclusion, adherence to the principles of kaizen.
2. **INTERNATIONALIZATION** - attracting foreign students, teachers and staff, academic mobility, participation in international research and commercial projects.
3. **DIGITALIZATION** - the implementation of digital technologies to facilitate and speed up operational processes, and to create new opportunities for the university.

The goal of the University is to prepare students for a successful career and a conscious life, and to contribute to the development of society, entrepreneurship and the state. We will actively take part in solving local and global challenges through education, research and initiatives.

AlmaU Today

AlmaU supports the idea of the UN Secretary-General that 2020 marks the decade of action on global and local levels, as well as calls for the people action.

Since its establishment in 1988 AlmaU has been proactive and willing to make a positive impact on the society, business, government and academia. The University team sets a clear goal of making a meaningful contribution to the development of Kazakhstan via fruitful cooperation with the business, government and society. In its operations AlmaU incorporates the UN SDGs, follows the UN Academic Impact and UN PRME initiatives.

Today, Almaty Management University is a large community of successful alumni, creative students, faculty and partners. We broadcast the entrepreneurial mindset all over Central Asia, supporting economic growth through education. The University brings innovative programs and projects to the market and developing an entrepreneurial spirit and a sense of social responsibility among students, faculty and impacted communities. There are seven Schools: Graduate School of Business, School of Management, School of Economics and Finance, School of Politics and Law,



SCHOOL OF ECONOMICS AND FINANCE



SCHOOL OF ENTREPRENEURSHIP AND INNOVATION



SCHOOL OF HOSPITALITY AND TOURISM



SCHOOL OF ENGINEERING MANAGEMENT



SCHOOL OF POLITICS AND LAW



SCHOOL OF MANAGEMENT



GRADUATE SCHOOL OF BUSINESS

School of Hospitality and Tourism, School of Engineering Management, and School of Entrepreneurship and Innovation. Every School has its own network of corporate partners, research centres and study laboratories.

AlmaU promotes the concept of lifelong learning and welcomes all ages and professional backgrounds to expand their knowledge and skill set. Along with the main study programme and employment, students and staff can learn another language on campus. AlmaU promotes a holistic approach to nurturing its students by offering them lectures, seminars and training sessions on the topics of sustainability, SDGs, responsibility,

community service, social entrepreneurship, university third mission and engagement of universities.

AlmaU main campus is located in Almaty city. AlmaU has Representative Offices in other cities around Kazakhstan: Nur-Sultan, Atyrau, Shymkent, Aktobe and Kyzylorda.

AlmaU campus is technically equipped to host students, faculty and visitors with disabilities.

AlmaU Campus

Total Square of 15844,9 sq.m.

Disability friendly campus

Sport & Art Zone (1754 sq.m.)

Football pitch (800 sq.m.)

Creative Zone (co-working space)

Parking

Cafes

Medical Centre



AlmaU Infrastructure

The buildings are disability friendly - elevators, ramps, parking spaces are adapted. A modern multi-purpose hall, Atrium, with a total area of 680 sq.m., is an open space where all the conditions are created for meetings and communication, conferences and forums, exhibitions, fairs and even events such as the Viennese ball.

In aspiration to promote entrepreneurial spirit and nurture creativity, the Creative Zone co-working space was created with 10 classrooms, intended only for students. Here, students can work in teams on business ideas, engage in projects, play musical instruments, watch movies, or play intellectual games.

For academic purposes, the campus is equipped with the student service center, library, and research laboratories and collaborative centers in the areas of neuromarketing, kaizen, cyber security, media and public speaking, education management, hospitality, design thinking, entrepreneurship, marketing, finance, management, and other business-related fields.



Center for Urbanism and City Management



Digital Competence Center



Center for Social Entrepreneurship



Center for Non-Governmental Organizations



Petroleum Transport Lab



Language Center



AlmaU BILIM Lab



Oratory Lab



Neuromarketing Lab



Design Lab



Simulation room



Cyber Range Polygon



Robotics Lab



MediaLab



Laboratory of Happiness



Demo Court room



Tea Room – Hospitality Lab



Sports & Art zone

Key Performance Indicators



	Almaty School of Management	International Academy of Business	Almaty Management University
Program amount	15+ short-term	7 bachelor 6 master 20+ short-term 4 MBA 2 DBA	15 bachelor 7 master 5 PhD 30+ short-term 6 MBA 1 DBA
Number of students	200	2000+ students 70 international	3000+ students 280+ international
Number of teaching staff and employees	15 non-staff teachers 10 employees	100 full-time teachers 100 employees	215 full-time teachers 210 employees
Infrastructure	900 sq. m. rented	8 000 sq. m. owned	15 845 sq. m. owned



Financials 2019-2020

Revenue (total)	2 757
Expenditure (total)	2 578
NET PROFIT	179
EBITDA margin	18%

International Rankings & Accreditations



2013-2021



Accredited

2010-2022



#301-400

2019-2020



#151 - 200 MBA

2020



TOP 100 EMBA

2020



TOP 25 in Asia MBA

2020



TOP 3
in Central
Asia

2019

4 PALMES
TOP
BUSINESS SCHOOL

Expert

TOP 3 business schools
actively promoting
on the global market

2019-2020

International Cooperation



- Faculty & student exchange
- Visiting professorship
- MA & PhD supervision
- Double degree programs
- Joint international projects
- Joint R&D
- Short-term study tours
- Trainings & events

130+
UNIVERSITIES

25+
ASSOCIATIONS

11
DOUBLE DEGREE
PROGRAMS

5%
Активация V
INTERNATIONAL
Читатели вирус

Partnership & Recognition of Engagement



Associations of MBA's



European Foundation for Management Development



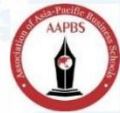
The Association to Advance Collegiate Schools of Business



International Association for Management Development in Dynamic Societies



Baltic Management Development Association



Association of Asia-Pacific Business Schools



Russian Association business education



Babson Collaborative



The Principles for Responsible Management Education - UN Global Compact



UN academic impact



Talloires Network of Engaged Universities



Magna Charta Universitatum



EU scheme for education and training



British Council for international cultural and educational opportunities



Germany academic mobility and education



Chamber of Commerce and Industry France-Kazakhstan

UN PRME Signatory since 2009,
5 biannual reports
AlmaU President as a Board Member

CEEMAN Champions Awards
“Responsible Management” (2014)
“Institutional Management” (2017)

Committed, Reporting & Promoting
on UN SDGs in teaching,
research & projects

Social Values

Values integrated into Academic Programs: Academic programmes are designed to nurture the young generation as professionals with open mind and heart, who understand their responsibility and are striving to make a positive impact on the communities around them on local and international levels.

The University runs following core mainstreams related to global social responsibility and sustainability in education. Social values are incorporated in the academic programmes, internships and extracurricular activities. Integration of social responsibility into leadership skills and knowledge studied for students is a must. The ethical behavior is promoted on all levels of educational and social life encouraged among young people. The young people are involved into projects designed for society and community groups' needs. Following the UN Academic Impact and the UN PRME and promotion of the initiatives on campus is key to disseminate the understanding of responsibility in a broader term.

In the reported academic year, the disability friendly building of AlmaU serves 10 students with special needs.

Volunteering & Service Learning

Service Learning: AlmaU continues to run the mandatory course “Service Learning” for the Bachelor degree students of all majors. It allows students to raise a sense of social responsibility towards the world around. During the course, students learn to volunteer, help the society. Since 2015, students & faculty have been working with 30+ NGO partners & implemented 100+ community service projects, 50 000+ hours of volunteering activity.

Joint Humanitarian Entrepreneurship Summer Academy is the international summer school in the field of social entrepreneurship held in mid-Summer 2019. The Summer Academy was organized by Lingnan University (Hong Kong) together with AlmaU and Al-Farabi Kazakh National University. It consisted of an intensive educational course with researches, an overview of SDGs and how to achieve them at the local and regional level. Students also conducted field studies in Almaty city and Almaty Region, in the villages of Kaiyndy, Yntymak and Uzynagash, over two weeks guided by mentors.

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



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

The last one acts as student charity organization “DOS” for last 10 years. Student Club “DOS” encourages students to help vulnerable communities – they visit people with disabilities and specialized organizations, meet with special children and communicate with them. Last year students conducted large city charity projects like Liter Flow and Never Give Up in order to raise funds for children with serious illnesses. Students annually collect clothing and food for the children from orphanages.



The 2020 New Year's film screening brought 300 items of clothing and 80 kg of food for more than 1000 children. Currently volunteering work at AlmaU is designed in following main directions: project "Sabaqtastiq" (in Kazakh: Continuity; social help to orphanages); environmental project "Clean world"; nursing projects "Health" (nursing at hospitals and for in-home patients) and "Help" (nursing for old people); "Knowledge" (assistance to rural pupils and youth); project "Gold Heritage" (spiritual and cultural project); project "Hope" (the legacy of the World War II participants).

The Briefing "Volunteering in Kazakhstan. 2020 - Time for Partnership" took place at the end of 2019. Participants discussed the most exciting volunteer projects of 2019, statistics and results, plans for the future development of volunteering in Kazakhstan.

The university takes seriously health issues and diseases. On an ongoing basis, a game library with children with autism syndrome is held at the University, where students play, communicate with children so that they feel needed in the society.



Social Entrepreneurship

AlmaU Center for Social Entrepreneurship supports the aspirations of people with disabilities to overcome social inequality through the acquisition of new knowledge, the development of their own business ideas and their careers. As consultant and methodological mentor, the Head of the Centre was awarded by "Altyn Zhurek 2018" national award and has already gained country-wide recognition. Additional social project of the Centre is art exhibition «The world by kids' eyes» with participation of specialized boarding schools from the Western Kazakhstan. AlmaU Center for Social Entrepreneurship is one of the main departments that runs "serve to community" projects. The Center for Social Entrepreneurship is focused on informing, supporting, attracting representatives of small business, non-governmental organizations, on the development of entrepreneurial skills. Center runs a scientific hub for discussing and resolving issues of developing a joint social venture in Kazakhstan with the participation of government agencies, NGOs, social enterprises (round tables, competitions, contests) to determine the best forms of ownership for social entrepreneurship and to develop it in Kazakhstan.

The Centre is the platform created for discussion and resolving issues of Social Entrepreneurship developing in Kazakhstan with the participation of governmental agencies, NGOs, social enterprises and others. AlmaU activities related to the promotion of social entrepreneurship in the society has been marked by the "Zhomart Zhurek" Award (in Kazakh: Generous Heart) by the Ministry of Information and Social Development of Republic of Kazakhstan in 2019.

The research project "Social entrepreneurship in Kazakhstan" as a new model of sustainable social change: trends, problems and development prospects in modern Kazakhstan" funded by the Ministry of Education and Science of the Republic of Kazakhstan. This project has regional impact and involves people with disabilities including entrepreneurs, specific associations and organizations, local authorities, by AlmaU Centre of Social Entrepreneurship.



ECOSYSTEM OF STUDENT ENTREPRENEURSHIP

The project aims at developing entrepreneurial education, improving the business climate and developing the economies of the Karaganda, Aktoobe, Kostanay and Pavlodar regions of the Republic of Kazakhstan



CHALLENGES

- Small and medium businesses are poorly represented in regional centers and small towns of Kazakhstan
- Small towns and regions depend on large industrial enterprises
- The development of technology and automation in enterprises accelerates the reduction of jobs in the regions
- Regional universities are developing according to the classical scenario without the transition to a knowledge economy and building an entrepreneurial university
- At universities, teachers resort to outdated and ineffective teaching methods
- Universities do not have a department responsible for the development of an entrepreneurial culture and the introduction of entrepreneurship into the educational process

OUTCOMES

- More than 3,500 students and 800 teachers and staff trained
- Students developed 282 projects and proposed 203 business case solutions
- The Strategy for the Development of the University as an Entrepreneurial
- Introduced the discipline 'Fundamentals of Entrepreneurship'
- The Centers for the Development of Entrepreneurship and Innovation have been created, the persons responsible for the development of entrepreneurship have been elected at the University
- The President of Kazakhstan in his Address noted that "the subject" Fundamentals of Entrepreneurship "should be studied at all levels of education - from schools to universities"



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

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

The project also incorporates series of events such as seminars, webinars, meetings, round tables, as well as summer camps designed to strengthen the leadership and entrepreneurial potential of teachers and employees of Kazakhstan universities and colleges as well as the students. For instance, the participants of the Ybyrai summer camp went through an intensive four-day "reset" programme in mid-2019 with the participation of leading experts in the field of entrepreneurial education, leadership, management and business from Kazakhstan and Russia. YbyraiCamp strengthens the leadership and entrepreneurial potential of teachers and employees of Kazakhstan universities and colleges. The name comes from the most prominent Kazakh educator and enlightener Ybyrai Altynsarin.

UNIVERSITIES



EURASIA INNOVATIVE UNIVERSITY
The Center for the Development of Entrepreneurship and Innovation was created, the educational trajectory for entrepreneurship was substantiated, enhanced, teachers and students were trained at YbyraiCamp and BigIdeasCamp



ZHUBANOV UNIVERSITY
A Startup Academy and a Center for the Development of Entrepreneurship and Innovation were created, a roadmap for the introduction of entrepreneurial education was developed.



KOSTANAY UNIVERSITY OF ECONOMICS
A business incubator and coworking space was created, the discipline "Fundamentals of Entrepreneurship" was introduced for the first year

RESIDENTS

ELDOS SABIT
Startup founder



VICTORIYA SANYATA
Start-upper, marketing



ANDREY KAPTSOV
Creates walking sticks for the blind and neon signs



NURLAN URAZYMBETOV
SMM in Rostov



NURBEK QAIROLLA
Founder of Dandi



ADLET DOSHTIYAROV
Founder of Romance D'Art in Aktoobe



NIKITA SAVIN
Created a prototype of a smart sponge for creators



Please see full version of the Poster [here](#)



Partnership with Government & Society

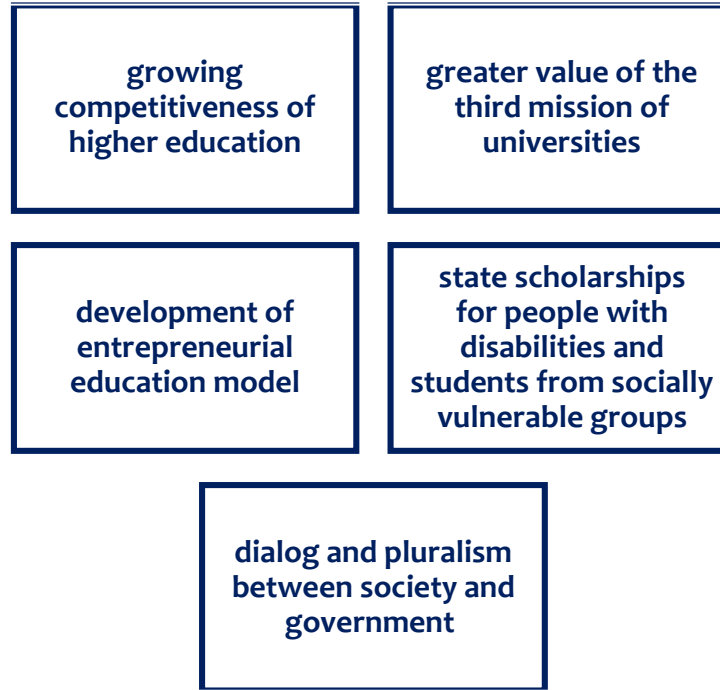


Proactive position of AlmaU President is evident by his capacity as the Member of the **National Council of Public Trust** under the President of the Republic of Kazakhstan (NCPT).

Recommendations & discussions of NCPT covers following directions:

- education system
- social responsibility
- society and sustainable development

His practical recommendations have been recently supported by the President of the country and the Council members, which means the upcoming positive transformations. Being based on the dialogue and pluralism between society and government and other parties the recommendations cover the increase of competitiveness of higher education, greater value of the third mission of universities, wider spread of entrepreneurial education model, and strengthening accessibility of education via powerful spread of the state scholarships to people with disabilities and students from socially vulnerable groups and especially from rural areas.



The Council operates as an advisory board aiming to develop proposals and recommendations in public policy and civic engagement based on a wide discussion with experts, political parties and the civil society.

VIII Civil Forum in Astana was held on November 27-28, 2018 in Nur-Sultan on the topic "Civil Society and the State: Dialogue. Partnership. Trust" with the participation of the country leader N. Nazarbayev. The main purpose of this forum was to develop an open dialogue of the civil sector, government agencies, business structures, international organizations and the expert community to form a modern civil society, unite the efforts of the dialogue participants to develop civil society institutions and enhance civic participation in government processes. The event was organized by **Civil Alliance of Kazakhstan** with the support of the Ministry of Social Development of the Republic of Kazakhstan where the Rector of AlmaU represented University. Dr. Kozhakhmetov is the active Member & the Former President (2019-2020) of Civil Alliance of Kazakhstan.



Environment campaign

Following the idea of an Impactful University, AlmaU focuses on enriching its third mission to contribute to the creation of environmental value beyond its campus. “Uly Balqash Shaqyrady” (In Kazakh: **Great Balqash Lake is calling**) project is aimed to preserve the nature and fauna of Lake Balqash, which is the 15th largest lake in the world. It is unique, because its western part is fresh water, and the eastern half is saline. The goal of this environmental campaign is to attract public attention to the problems of pollution and ecological damage of the Lake and to boost domestic tourism. The project is implemented with the support from the domestic companies and the Kazakhstan Geographic Society. The icy trips “Uly Balqash Shagyrady” headed by Dr. Kozhakhmetov, AlmaU President, took place in winter of 2019 (50 participants) and winter of 2020 (100 participants). The idea is based on a 24 km long walk across the lake by businessmen, journalists, athletes, public leaders and students who have a chance to network and share their insights on various societal topics.





Green Economy in City Environment: from theory to action

In June 2019 AlmaU and Eco Network held “Green Economy in City Environment: from theory to action” Forum. The forum brought together founders of eco-startups, business incubators and indifferent citizens deciding problems of ecology.

The urgent topics were the following: using eco-initiatives for internal and external communications, introduction of Eco standards in business and education, amendments to the current environmental laws and regulations, urban improvement and development of urban ecosystem.

AlmaU openly supports ongoing initiatives such as eco-university, green building, smart city, environmentally friendly transport and waste management

This event is the part of its agenda to make its campus greener. Along with using recycling bins, some of our team members launched a campaign to minimize the use of plastic on campus and to use special bins provided by a partner recycling company.





Foreign teachers and researchers usually come from the US, the UK, the Netherlands, Spain, France, Italy, Turkey, Israel, Russia, China, and other countries for teaching and joint projects. The University develops staff and faculty mobility programs (including Erasmus+), as well as visiting professors and PhD supervision programs.

AlmaU actively promotes incoming and outgoing mobility programs among students, staff & faculty.

Since 2019 AlmaU has been running the Project “Supporting the Economic Empowerment of Afghan Women through Education and Training in Kazakhstan and Uzbekistan” funded by the European Union and implemented by the UNDP Kazakhstan. It is operated by AlmaU Language Centre that offers English and Russian language and cultural immersion programmes. 40 female students from Afghanistan spend one academic year at AlmaU as a part of their academic journey of obtaining a full degree in the spheres of agriculture, mining and statistics. AlmaU is the entry point for all of them, that is why it is crucial to prepare them in many ways to easily adapt to life and studies in Kazakhstan.

Partnership with Academia

University holds strong connections with over 130+ partner institutions and more than 25+ associations worldwide. Building meaningful connections and projects as well as faculty and student exchange, double degree programs, and joint research are the major directions of international partnerships. There are more than 150 international students coming from the Central Asian region, as well as from Russia, Ukraine, Georgia, Armenia, Mali, Afghanistan, Mongolia, and China. As a part of their study abroad programmes the exchange students come to AlmaU from partner universities in Malaysia, Hong Kong, China, France,

Belgium, Austria, Turkey, Russia, Tajikistan, and Kyrgyzstan.

AlmaU promotes diversity and multicultural interaction. The AlmaU International Office offers international student support services: visa and registration, airport pick-up and accommodation search upon request, speaking clubs, orientation week, sport and event clubs, double degrees, joint and exchange programs, short-term training, summer and winter schools.

AlmaU attracts international experts for administrative, education, project development and research activities.







Under the auspice of educating educators, the Project “**Support to rural teachers**” is a long-term initiative by the AlmaU President with the aim of enhancing school education in Kazakhstan. The focus is on the teachers from rural areas of the country who have the opportunity for a fully funded intensive training. Since 2008 there have been 362 rural teachers who have successfully completed the training on leadership, managerial and teaching competences and interactive and innovative teaching methods. As part of the training they visit local sights, schools and companies to widen their perspective on education sector and societal trends in the large city.

This project is the example of sustainable social value creation that can be replicated by any other institution in the world. It has been recognized locally by local and international organizations: in 2012 European Business Association EUROBAK has awarded the project for the social commitment; and in 2018 “Altyn Zhurek” (in Kazakh: Golden Heart) National Public Award by the Public Charity fund “Baurzhan” has recognized the continuous support of education.

AlmaU for Educators

AlmaU Institute for Education Development as a Platform for development of the educational system and capacity building for educators:

- **MBA** in Education Management
- **Short-term programs:** 100+ rectors and vice-rectors, 400+ directors and deputy directors of schools, 300+ directors of colleges, 600+ regional schoolteachers (since 2009)
- **Pilot Project “University Management – 2020”** to increase HEIs’ effectiveness and transform leadership teams
- **Social Project “Support to rural teachers”** to build a cohort of schoolteachers from rural areas who possess strong leadership, managerial skills and able to apply innovative teaching methods





Management of University 2020



AlmaU serves as an engine for executive education in Kazakhstan for the creation of high-quality managers and provides regular training sessions to HEIs, companies and experts. AlmaU has launched a new project called **“Management of University 2020”**. This is a unique intensive program designed as per the special order of the Ministry of Education and Science of the Republic of Kazakhstan. The project is incorporated with the State development program of education and science for 2020-2025. It has been designed and run by AlmaU Institute of Education Development.

The most prominent experts from around the world are invited to contribute to the project on the topics of: HRM, research, digitalization and internationalization of education, and impact of education on society. It points out the importance of being responsible educators and explains the benefits of the third mission of the universities. One of the modules is run in cooperation with Russian top universities, such as SKOLKOVO, SkolTech, MISiS and Higher School of Economics. The purpose of the training is to increase the efficiency of higher education institutions via building the capacity of

the rector and vice-rector cohorts of the Republic of Kazakhstan: the 25 CEOs of national, state and private universities of Kazakhstan eager to increase their personal competitiveness and achieve success in management activities. Given that some participants represent the largest institutions of the country, it is utterly important to convey the message that universities should serve the society, link together the government, business, academia and civic society for the positive synergistic effect.

Project provided experience exchange, sharing best practice and case study from international experts - USA, UK, Slovenia, Russia, Singapore, Georgia, Kazakhstan and others.



Academic Integrity

Academic integrity is the integral part of AlmaU activity. AlmaU has established its own award for excellence in research and promotion and devotion to academic integrity. Many prominent researchers of Kazakhstan has received the award by AlmaU. AlmaU is the co-founding member of the Academic Integrity League of Kazakhstan that is aimed at improving the quality of education by promoting the principles of academic honesty. These principles were accepted by the 24 participating higher educational institutions. The principles of academic integrity serve as the fundamental consolidation of the basic ideas and approaches to understanding and applying academic honesty. They affirm academic honesty as the foundation of a higher educational institution, regulate the creation of a favorable atmosphere for good academic practice, provide clarity and transparency in the creation of such conditions, and ensure the responsibility of a higher educational institution.

AlmaU was awarded in the nomination "Academic integrity". On the eve of the International Anti-Corruption Day holiday (December 9), VII National Prize "Public Recognition "Adal tulga - 2019" (in Kazakh: Honest Person) was held in the capital of Kazakhstan, where ten honorary citizens of the country were awarded with "Adal tulga" sign.

The leaders of the anticorruption twenty "A20" took part in the event, ambassadors of foreign countries, as well as members of the Anti-corruption hub of entrepreneurs of Turkic-speaking states. According to Tolegen Baigulov, chairman of the First Anti-Corruption Media Center, annually, by holding a prize, social activists aim to form the principles of honesty, integrity and incorruptibility in society, uniting caring citizens.



AlmaU as any other university has experienced a drastic transition to **online learning during global fight against COVID-19**. The new work format focuses on the well-being of the students and teaching and administrative staff, which is the top priority for AlmaU. The University continuously supports faculty members, students and staff via formal and semiformal sessions. AlmaU has launched the transformation to online studies and distance work to support

students, faculty members and staff as well as maintain nonstop study process. Its IT decisions come together with the needs for psychological support that appear in the atmosphere of uncertainty and quarantine. AlmaU operates within its own AlmaUnion system comprising all tools needed for corporate communications.

AlmaU Online Library offers the much-needed database remotely. Webinars, video lectures and online streaming by

AlmaU teaching and admin staff are the most appropriate ways to set remote contacts and discussions between the students, staff and stakeholders. Among the main topics are online study technologies, psychological issues in quarantine and isolation, academic issues, professional growth, entrepreneurial approach to the hardship situations and others.

The new academic year has started in the online format with aspiration to keep it blended when it is safe to return to the campus. Zoom and Microsoft teams are the means of connecting faculty, students and staff. The campus has been redesigned so that it is safe to stay in for the staff who cannot work remotely due to the nature of their work: regular disinfection, individual temperature check-ups and reorganisation for the social distancing purposes are now in place. Laptops and other equipment has been provided by the university to the staff working remotely.

Impact & Transparency

AlmaU strives to impact Society, Government, Education and Business.

The event aimed at promoting AlmaU as a meaningful university that makes impact on all of its stakeholders and invite them to contribute.

At the end of 2019 AlmaU presented an open event so that any member of the community has access to information on what the university is doing through **Public Report «AlmaU 4 You»**: University for you, the city, the business and the country» on the Q-lab site.

Today, universities' traditional functions, such as education and research, are no longer enough to remain one of the global social institutions of modern society. The third mission of the universities, social orientation, service to society, contribution to the development of regions, cities, communities, the formation of civic activism and responsibility, is the key agenda of higher education in the world. In this regard, the focus of the Public report is the reflection of the third mission of AlmaU, which is a contribution to the development of society and creation of meanings. Our partners and colleagues will share with you the results of joint projects based on real-life cases, talk

about how we jointly influence the formation of values, build a civic position, and develop a culture of social responsibility in the society.

Public Report highlights four dimensions of AlmaU operations:

- AlmaU 4 Community - University for the community
- AlmaU 4 Entrepreneurship - University for entrepreneurship
- AlmaU 4 Almaty - University for the city
- AlmaU 4 Education - Together we develop education

In 2018 AlmaU became one of the grant holders of the **Creative Spark Project funded by British Council Kazakhstan**. The main purpose of the program is to develop entrepreneurial skills and a creative economy in seven countries, including Central Asia (Kazakhstan, Uzbekistan and Kyrgyzstan), the South Caucasus (Azerbaijan, Armenia, Georgia) and Ukraine with the support of the United Kingdom. The main beneficiaries of the project are university students, graduates and young entrepreneurs.

The five-year project includes series of events fashion industry for Kazakhstani designers and fashion entrepreneurs.







Project “Strategy of attracting foreign investment for Almaty till 2022”, at the request of the Almaty City Council, designed by AlmaU Strategic Office and School of Management.



Project “Providing technical help in the development and implementation of Quality Management System in Tajik State University of Commerce” funded by World Bank, by AlmaU International Office and Academic Innovation Department.



Project “Strategic directions for the development of the agglomerations of Astana, Almaty, Shymkent and Aktobe”, taking into account territorial planning, economic potential, infrastructure development, demographic forecast, environmental status, development of human capital and other factors” run in partnership with Rakurs Consulting Group (Kazakhstan), by AlmaU Strategic Office and School of Management.

Impactful Projects

Project “University Partnerships for Global Social Impact Projects” run in collaboration with Lehigh University, UNICEN, American Councils, by AlmaU R&D Department, School of Management and School of Engineering Management.

Project “Competitiveness and stress resistance of the civil aviation of the Republic of Kazakhstan” funded by Ministry of Education and Science of the Republic of Kazakhstan, by AlmaU School of Management.



AlmaU has been running multiple projects that have local and international impact. Every project serves to benefit not only AlmaU and its partners but also the other stakeholders, following the "Win-Win-Win" principle.

GSB in Action

Any sector of economy requires strong managers. The Graduate School of Business has taken it into consideration and has already a cohort of more than 6000+ graduates.

GSB is the market leader in Kazakhstan's business education market by market share: the share of MBA programs in the Kazakhstan market is 48% according to the 2019 study done by the GSB Marketing office. GSB is the market leader in DBA programs. The market share in Kazakhstan is 60% in 2019-2020, as per the study made by GSB Marketing office. Leadership in market share also shows the quality of AlmaU programs and the trust of Kazakhstani businesses to the School.

The Schools run courses on business ethics, social responsibility as compulsory. Its students and alumni take influential positions in the country, which helps them contribute to its development. The graduates of this program are the Minister and Deputy Minister of Healthcare of Kazakhstan, heads of state medical holdings, regional health departments of the country.

The GSB Dean is the member of the Working group of the Ministry of Health of the Republic of Kazakhstan on the development of requirements for implementing the programs of Master of Health Administration (MHA), Master of Health Services Administration (MHSA) and Master of Business Administration (MBA) with Specialization in Healthcare Management. More than 200 top managers of Kazakhstan's health care system were trained at the MBA "Management in Healthcare" program.



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



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



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



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



Responsible Management in Action



**Art classes at
Laboratory of Happiness**



Service Learning

Students learn to volunteer, help the society and apply their theoretical knowledge on practice.



**State Program from Kazakh:
Spiritual rethinking**



The Cyber Range Polygon laboratory

Purpose of the cyber polygon is to teach students to counteract cyberterrorism, preventing database hacking and data leakage
General sponsor – JSC "Kazakhstan GIS Center", supported by Ministry of Defense of the Republic of Kazakhstan, Kaspersky



Zeren Summer Youth Camp

600+talented children from Kazakhstan, Iran, Mongolia, China, Russia, Turkey, Azerbaijan, Uzbekistan, Kyrgyzstan; numerous trainings and seminars (2019)



Annual May Forum on Entrepreneurship is organized by ALMAU

as a platform for well-known Kazakhstan and international experts, leaders, representatives of the business community and academia to discuss current trends, challenges and characteristics that shape modern entrepreneurial education in a rapidly changing society



SUMMARY

The Impact Report reflects major achievements and activities of AlmaU for the reported period. AlmaU is committed to further following the UN PRME principles and implementing UN SDGs in its activity. Its strategy and operations are based on the UN SDGs, so that every activity is aimed at nurturing social responsibility, sustainability and responsible management.

The University aims to strengthen its positions being the impactful university among the Eurasian Economic Union countries. AlmaU plans to increase social activity and sustainable development by establishing and launching social projects via students, academic and research initiatives with civil society, media, governmental bodies and international organizations.

The University's UN initiatives and Sustainability Task Force continues to implement and promote UN PRME and Academic Impact principles, UN SDGs, CEEMAN Manifesto and other key priorities of partner organizations. AlmaU Team is united in this aspiration and thanks all stakeholders and partners for the continuous support and collaboration.



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*With Open Mind & Heart
from AlmaU!*

