



**About the work results of AlmaU  
for 2021-2022 academic year and plans for 2022-  
2023 academic year**

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# Key achievements and priorities

## Results of 2021-2022

- ✓ AlmaU Development Strategy 2030 has been approved (*a working group (WG) has been created. 40 WG members, 8 strategic sessions were held in 16 areas*)
- ✓ AlmaU Development Fund was created (15 million tenge)
- ✓ **New directions:**
  - School of Media and Cinema (Campus in Industry)
  - Center for Sustainable Development (formerly the Center for the Development of Civil Society)
  - Representative office in Tashkent (MBA group)
  - Sports Management Center
- ✓ **Year of accreditation:**
  - **IAAR, IQAA Accreditation**
    - 18 EP for a maximum period of 5 years
    - 3 EP for a period of 3 years
    - Among the accredited 7 new EP and 4 EP by PhD
  - ✓ **ACCA, GARP Reaccreditation for a maximum period of 5 y.**
  - ✓ **ACCA Accreditation of new EPs: Finance, EiBA, U&A(rus)**
  - ✓ **CIMA Accreditation** (Chartered Institute of Management Accountants) **EPU&A**
  - ✓ **IPMA Accreditation** (International Project Management Association) **EP Project Management**

## Plan 2022-2023

Roadmap for AlmaU development strategy until 2030

Competitive distribution of the AlmaU Initiative Projects Fund (50 млн.тенге)

### New directions:

- Strengthening the autonomy of Schools and the transition to a linear-contract system of income generation
- School of Life studies
- Launch of a Joint MBA Program with Antwerp Management School
- Launch of the Thunderbird Hub

### Applying for accreditation:

- IQA CEEMAN (institutional - AlmaU)
- AACSB (institutional-GSM)
- EFMD (program-SM, EP Marketing)

### Institutional support

- Digitalization
- Digital Technology School
- Online Education Center
- Campus Development

### Strengthening PR strategy and marketing

- PR: university, schools and programs, personalities
- Communications between marketing and acad.block

# Contingent for 3 years

*Contingent (as of September 15, 3NK report)*

Contingent, pers.	2020-2021	2021-2022	2022-2023
	fact	fact	fact
<b>Total:</b>	<b>3624</b>	<b>4629</b>	<b>4976</b>
Bachelor's degree	2843	3338	3796
Master's degree	87	194	140
Doctorate PhD	29	31	25
MBA	610	995	946
DBA	57	71	69

\*The data is provided according to reports as of October 1 (registrar's office )

\*\* The data is provided according to the reports of the registrar's office as of September 15

# Recruitment plan for 3 years



## Executing a recruitment plan (as of 5.09.2022)

Students, pers.	2019-2020			2020-2021			2022-2023		
	Plan	Fact	%	Plan	Fact	%	Plan	Fact*	%
Bachelor's degree	1200	727	61	845	890	105	1304	1122	86
Master's degree	160	111	69	125	124	99	115	79	67
Second higher education	150	249	166	215	214	99	150	185	123
Doctorate PhD	20	10	50	10	7	70	10	2	20
MBA	265	539	203	325	440	135	370	July, 2023	
DBA	15	18	120	30	17	57	30		
<b>Total:</b>									<b>74</b>

### Explanation:

- Bachelor's degree: predominantly commercial recruitment through 3-year programs, minimal marketing discounts.
- The plan for master's degree, doctorate PhD has not been fulfilled.
- MBA and DBA– the set goes during the autumn and spring period

# Academic development

## Results of 2021-2022

### NEW EDUCATIONAL PROGRAMS

- ✓ 11 EPs shifted into **3-year bachelor's degree**
- ✓ 25% curriculum – **practice** (growth from 11 credits to 60)
- ✓ License in Art direction was received
- ✓ **New undergraduate EPs:**
  - New media
  - Psychology
  - SHE - Sports Psychology

### TEACHERS' DEVELOPMENT

- ✓ **Improving the teachers' skills** (Winter, spring school and etc)
  - 14 events, over 350 participants
- ✓ **Competition for the best teacher. innovation:**
  - 5 teaching staff innovations implemented in the educational process
  - 3 grants of 200 thousand tenge, 2 grants of 100 thousand tenge (from the prize fund of 1 million tg. 400 thousand from the sponsor)
- ✓ **Teaching Staff's Professional Certification**
  - 14 teaching staff received professional certificates
- ✓ **Bolashak Internship– 6 teaching staff members**

## Plan 2022-2023

### INCREASING EFFICIENCY

- ✓ The new remuneration system for deans, leading programs, based on the **achievement of results:**
  - Increasing the contingent
  - Number of EPs
  - Project activity
  - Professional Certification programs
- ✓ **New rating system of payment for research activities**
  - Category A teacher - research
  - Category B teacher - impact on AlmaU
  - Category C teacher - teaching

### TEACHERS' DEVELOPMENT

- ✓ **AlmaU Teachers' Development Program**
  - 15 events, over 500 participants: Summer School (offsite format); autumn school with Cintana Aliance, winter, spring school and etc
  - Brand promotion of AlmaU teachers
- ✓ **Foreign internships**
  - Not less than 10 teachers of Bolashak
  - IMTA CEEMAN
  - Cintana Aliance faculty exchange
  - Internship at ASU for the winner of *AlmaU Best teacher*

### ✓ Revival **Teaching staff Party**

### DEVELOPMENT OF ONLINE EDUCATION

- ✓ **Reorganization of Online education department:**
  - New positions
  - Transfer of contingent to Schools
  - Introduction of innovative technologies in the educational process (e-portfolio etc)
- ✓ **Investment in infrastructure**
  - New studio of Jalinga

# Scientific activity

## Results of 2021-2022

### ✓ A SERVICE SUPPORT SYSTEM IS INTRODUCED AND PROJECT ACTIVITIES INTENSIFIED

- Maintenance and systematization of design and research activities
- Applications were submitted for 2 major projects worth 1 bln tenge to British funds

Projects	2020	2021	2022 (7 months)
Applications submitted, number	22	21	33
Scientific projects, number	2	0	2
Projects won (tg.)	35 million	0	26 million

### ✓ INCREASED THE NUMBER OF PUBLICATIONS

Journals	2020	2021	2022 (7 months)
Scopus	22	13	8
Web of Science	15	8	3
CQASES	21	24	23

### ✓ ACTIVE RELEASE OF SCIENTIFIC WORKS OF THE TS

- **Monograph "In Search of an Effective Model of Kazakhstani University"** in Russian and English
- **University journals:** 2 issues of "Coloquium", 1 issue of "Eurasian Journal of Leadership»
- **Publication of literature for academic year:** 6 manuals, 2 of which are stamped EMA REMC, 3 monographs

### ✓ HOLDING REGULAR SCIENTIFIC EVENTS

- **AlmaU Schools' annual conferences : 4 conferences** -Economics, Finance and Accounting (SEF), Media and Film - Leading Creative Industries (SMC and CCI), Public Trust and Social Capital (SPC), Sustainable Tourism in Kazakhstan and Central Asia (SCT)
- **Conferences with Lekhaysky university**
  - Sustainability Summit
  - Conference on Research Ethics Committees

## Plan 2022-2023

### INCREASING PROJECT PERFORMANCE AND INCREASING PROJECT REVENUE SHARE

- Implementing principles of Project management
- Joint projects with other universities within Cintana Aliance

### GROWTH OF PUBLICATION ACTIVITY (Scopus, WOS)

- Spot work with the target group of teaching staff (professors)
- Collaboration with teaching staff of foreign partner universities, including within the framework of Cintana Aliance
- Promotion of the magazine "Coloquium» to the list of CQASES publications and release of a new magazine «AlmaUReview»

### DEVELOPMENT OF DOCTORAL PROGRAMS

- Establishment of the Department of Doctoral and postdoctoral Studies
- Launching the dissertation council

### DEVELOPMENT OF ENTREPRENEURSHIP AND INNOVATION

- Launching the Technology Commercialization Center
- Programs for other universities and research institutes: acceleration of scientific projects, training of OCT specialists, joint EPs for doctoral studies
- Development of technological scouting

### INCREASING THE RESEARCH COMPETENCES OF THE TEACHING STAFF

- Specialized scientific seminars for teaching staff and doctoral students: on research methodology, "Iske Sat", "Ystyk Shelpek»
- Implementation of the principle of "learning through research"

### FORMATION OF THE RESEARCH ENVIRONMENT

- Priority areas of research
- Internal competitions of scientific projects
- New Research Units: Center for European Studies, Decision Theater
- Development of student science

# Global partnership

## Results of 2021-2022

### INTERNATIONAL RECOGNITION

#### ✓ CEEMAN Champions Awards

- A. Diaz
- A.Frigerio- Responsible Management Educator of the Year

#### ✓ QS Global Ranking:

- joint programs EMBA 2022 (with GSOM SPbU): # 23
- MBA 2022 programs: Top 35 in Asia and Top 250 in the world

#### ✓ Times Higher Education Impact Rankings

2022: 1001+ from 1406 in world on 17 UN SDGs

#### ✓ CIS Business School Internationalization

##### Ranking (2021):

- #2 in number of double degree programs
- # 6 in terms of the number of partnerships with foreign universities with "first level" accreditation

### COMMUNICATION AND COOPERATION

✓ **80+ publications** in information resources of partners

✓ **60+ meetings** with partners at AlmaU and abroad

✓ Corporate edition release **AlmaU International News**

✓ **Development of internal regulatory documents and policies:** Equality, Diversity and Inclusion Policy, Food Policy, ESG commitment, Social Responsibility Policy

✓ **Events:** round table on sustainable development, Forum of CA Rectors, Forum Bolashak, and etc.

✓ **New partner associations:** IAUP (International Association of University Presidents); SDSN (Sustainable Development Solutions Network)

✓ Creation of the Eurasian division of **UN PRME Chapter Eurasia** was initiated

### ACADEMIC MOBILITY OF STUDENTS

Type of mobility	2019-2020	2020-2021	2021-2022
<b>outgoing, including:</b>	<b>77</b>	<b>23</b>	<b>58</b>
Offline	77	23	58
Double degree	3	1	3
<b>incoming, including:</b>	<b>22</b>	<b>5</b>	<b>125</b>
Offline	22	0	33
Online		5	92

## Plan 2022-2023

✓ **Participation in ratings:** QS, THE Impact, Eduniversal, RA Expert, IU GreenMetric

✓ **Launching programs Student & Faculty Exchange within Cintana Alliance**

✓ **IQAA post-accreditation monitoring**

✓ **launch Thunderbird Hub, ASU UDI, Decision Theater** at AlmaU

✓ **Selection of partners for a number of EPs:**

✓ Launch of the MBA Joint Program With Antwerp Management School

✓ Online MBA/Master with ASU

✓ Global DBA

✓ Bachelor's degree EPs: PR, Jurisprudence, etc.

# First results of partnership with ASU and Cintana

- ✓ **launching two-degree programs 3+1 in 2021:**
  - global management
  - international trade
  
- ✓ **global signature courses with UIDE, Ecuador and NCU, India:**
  - Entrepreneurship
  - Sustainability
  - Principles of Economy
  
- ✓ **20% AlmaU courses were updated with the content from ASU repository** (catalogue of more 2000 online courses)
  
- ✓ **"Global Education Program» project by AlmaU researchers (research+cooperation+teaching)with Cintana member universities :**
  - UCG, Montenegro 2021
  - Istanbul Bilgi University, Turkey 2021
  - UIDE, Ecuador 2022
  - Universidad Latina de Costa Rica 2022
  - ASU 2022



- ✓ **AlmaU Management involvement in the Presidential Summit of Sintana Alliance**
  - May 2022
  
- ✓ **Official visit of AlmaU top management to ASU**
  - January 2021
  - May 2022 (+offsite meeting of AlmaU)
  
- ✓ **Participation of teaching staff in the program of ASU&Cintana experience**
  - 7 people in 2021
  - 2 people in 2022



# Staff development

## Results of 2021-2022

### INVESTING IN STAFF TRAINING AND DEVELOPMENT

	2019-2020	2020-2021	2021-2022
Budget for education	0.7 million	4.4 million	22 million*
Number of students	85	202	232

\*Corporate English Learning Program and Kazakh languages-108 (98+20)

### NUMBER AS OF SEPTEMBER 1

	2020	2021	2022
AMS	159	168	173
AMS TS	71	91	85
TS	204	220	235
Total	434	479	493

### PROGRAMS OF DISCOUNTS AND GRANTS FOR EMPLOYEES FOR TRAINING

45 employees received grants and discounts, including 20 people. family members of employees

The total cost of the support program -81 million tenge

### ROTATION, %

	2019-2020	2020-2021	2021-2022
AMS	36	24	41.6
TS	16.5	18.9	10.8
Total	31%	25	30.1

### ENGAGEMENT, %

	2019-2020	2020-2021	2021-2022
AMS	65	67	71
TS	66	75	83
General level	66	71	77
Coverage	71	73	84

## Plan 2022-2023

### ALMAU CORPORATE ENVIRONMENT AND CULTURE

- AlmaU cultural code
- Programs for the renewal of corporate values
- Survey of the involvement of teaching staff and AMS - a new approach

### ALMAU HUMAN RESOURCES DEVELOPMENT

- Developing an attractive employer brand
- Reforming the motivation system to retain talent
- Development and implementation of a corporate competencies model
- Teacher's and Employee's Profile
- Personnel reserve: high potential employees (HiPo)

### ALMAU – LEARNING ORGANIZATION

- Development of the concept of a learning organization
- Development of personal, team and university-wide competitiveness
- Continuity of knowledge and the formation of institutional memory AlmaU

## Results of 2021-2022

### OPERATIONAL WORK: ADVISING CENTER, STUDENT SUPPORT CENTER, REGISTER'S OFFICE

- registration of 5080 students (2 times a year)
- issued documents - 13206
- accepted applications - 3783
- queries to MES - more than 100
- an average of 50 hits per day per advisor (online, offline, instant messengers, statements). During the registration period - more than 200
- 5-20 requests per day from teaching staff

### EMPLOYMENT, INTERNSHIP

- 65% received a job offer during their internship
- 71% employed in 2022, 91% in 2021
- 28% from 100,000tg, 34% of 200,000tg, 8% from 400,000tg
- 100% internship support
- over 20 events
- 19% startups
- more than 30% are planning a business

### STUDENT DEVELOPMENT

- There are 12 clubs functioning
- More than 100 events organized (introduction week, student initiation ceremony, graduation, Altyn Tamga)
- Students are elected as members of councils, administration
- 246 student meetings (online, offline)
- Psychological support of students was organized

## Plan 2022-2023

### DIGITALIZATION AND OPTIMIZATION OF PROCESSES

- Transfer of current routine tasks under the control of information systems

### EDUCATIONAL WORK

- School for parents
- Psychological service
- National leader code
- Code of ethics

### GRADUATES

- Refresh Upgrade Programs
- ReUnion Program

### ALMAU STUDENT DEVELOPMENT

- School of Student Government
- Opening of new clubs
- Student Court of Honor

# Infrastructure development: results of 2021-2022

## Campus renovation of Media and Film Schools at Kazakhfilm JSC



## Multidisciplinary College «Zeynep»

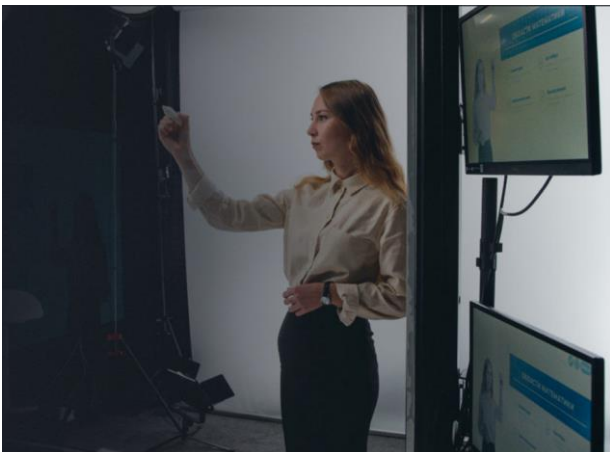
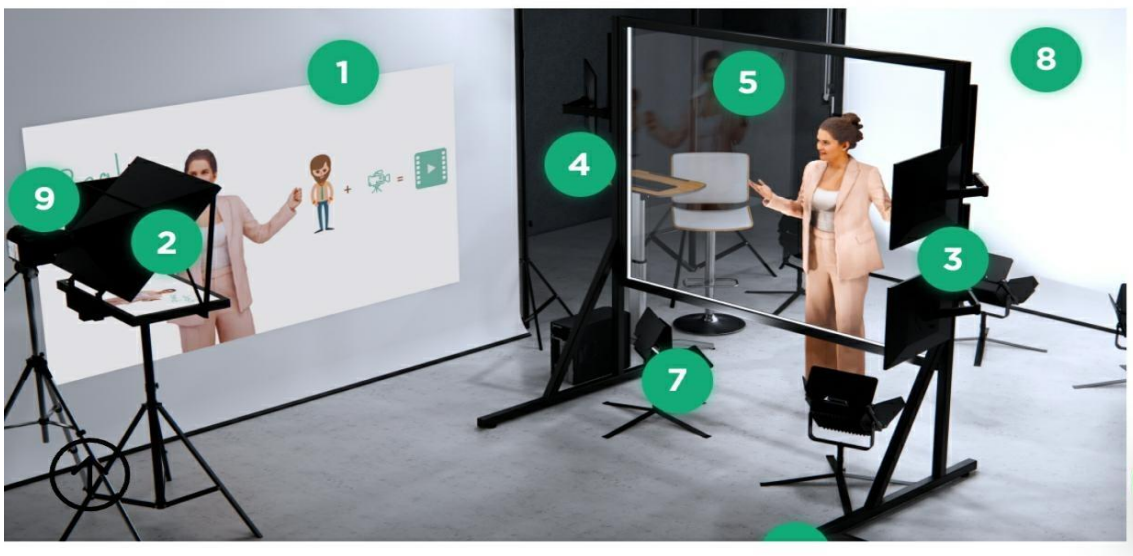
On September 8, 2022, the opening of the higher multidisciplinary college "Zeynep" in the village of Lobanova took place, NKR. The building of the former Lobanovsky College was reconstructed and prepared for the new academic year (90 students started studying)



# Infrastructure development: plan for 2022-2023

## Management of online education

Repair and equipment of Jalinga video studio, webinar room and office



## Thunderbird AlmaU Hub

Repair of the wing on the 2nd floor of the main building





**Thanks for your  
attention!**

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