Bolashak Business Cases

The First Collection of Kazakhstan Business Cases
WHY?

- To popularize the case-method in Kazakhstan universities
- To educate students on business cases that are based on Kazakh companies’ experience
- To initiate creation of the Kazakhstan business cases bank
- To share Kazakhstan business cases with the world
- To create interaction between students, educators and practitioners
- To recruit potential employees among students
WHAT?

- **30 business cases** on topics: strategic management, corporate finance, change management, project management, organizational behavior, banking, decision-making, HR, PR, marketing, PPP, franchise, SME, innovation management, etc.

- **45 authors** – top managers from Baiterek Holding, owners of companies and educators from ALMA University.

- **300 pages of business cases**

- **150 tasks for students**
WHEN?

- Will be presented in October 2015
- Will be available in print and online
- Will be published in 3 languages: Kazakh, Russian, English
- Will be distributed to all universities in Kazakhstan and top international business schools
In November 2015, we are planning to organize the first Kazakhstan business case competition among business schools and management universities of Kazakhstan.

By the end of 2015, we are planning to host a training session for educators from Kazakhstan universities on how to use the case method in teaching and how to engage students.

In 2016, we plan to issue the next collection of business cases on SMEs.
THANK YOU FOR YOUR ATTENTION!