

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
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WHO?



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**
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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
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THEN WHAT?

- 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.
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**THANK YOU FOR YOUR
ATTENTION!**







