

President of AlmaU Assylbek Kozhahmetov had a speech at «UK - Kazakhstan Universities Forum»



November 2, 2015.

London hosted the first Forum of the British and Kazakh universities, with the participation of the Ministries of Education and Science of Kazakhstan and the United Kingdom, as well as the heads of 67 universities from both sides. Kazakhstan was represented by 35 national, public and private universities, including Almaty Management University.

The Forum, organized by the initiative of the Ministry of Education and Science of Kazakhstan, with the support of the Department for Business, Innovation & Skills, British Council and UK Trade & Investment, is intended to strengthen the cooperation in the implementation of educational programmes.

Speakers from the Kazakh delegation were: Minister of Education and Science of Kazakhstan Sarinzhapov A.B. , President of Almaty Management University (formerly IAB) Kozhahmetov A.B., rector of Kazakh National University named after Al-Farabi Mutanov G.M. and the President of JSC "Center for International Programmes" Nygymetov G.S. From the British side there was a speech on the UK higher education keynote by Daniel Shah, Assistant Director of the UK Higher Education International Unit. The topic of Assylbek Kozhakhmetov's speech at the forum was the "Development of business education in the Republic of Kazakhstan."

The exchange of experience, training of Kazakhstani specialists at leading universities in the UK, implementation of joint scientific research projects, training of young scientists in the SplitPhD programme within the international scholarship "Bolashak" - these and other issues were discussed in the forum. In total, about 100 negotiations on the cooperation of the British and Kazakh universities have been organized. As a result of the forum, the number of documents have been signed, including a memorandum on cooperation between national, public and private universities in of both countries.

Almaty Management University has signed the memorandum with the London South Bank University.

It was not the end the programme of the visit of the Kazakh delegation to Europe. The next step was the participation in the VI Kazakh-French forum of higher education institutions, which was held in Paris on November 4-6, 2016. The forum discussed the results and prospects of cooperation of Kazakhstan and France universities.

<http://www.almau.edu.kz/news/11089>

AlmaU student won the 1st place in the competition "Bolashak"

Masters in Logistics degree student of Almaty Management University (formerly MAB) Ayshakhanyam Churina became the winner of the Republican competition "Jas Sarapshy-2015", organized by the Association of "Bolashak".



4th year students and graduates of Kazakh universities under the age of 29 years and studying on economics courses could take part in the competition of young experts. The aim of the competition was to identify and promote talented young people, increase the level of preparation of graduates the RK, encourage students to a better understanding of subjects of the course.

The competition took place in 3 stages: on the 1st stage, the participants submitted their applications and essays written in the Kazakh or Russian languages. 30 participants were selected as a result of the writing round. On the 2nd stage, the participants solved a cases on

development and perspectives of the pension system of Kazakhstan, new tools to support small and medium-sized businesses, the main tools of monetary policy of Kazakhstan in the new environment and sustainable urban development. Only 10 participants got to the final.

On the first round, Ayshakhanyam Churina wrote an essay on "approach to educational policy: contribution to economic development." According Ayshakhanyam, this subject is close and clear for her, as she is a student of scientific and pedagogical master's degree: "I have reviewed the realities of teaching logistics in higher education in Kazakhstan. Today the market is experiencing strong demand for good specialists in the industry, respectively, there is a question of quality of training of professionals in logistics", - said the girl.

In the second stage, the student has chosen the case on sustainable urban development - in her opinion, the topic is highly relevant, given the growing number of urban population, including in Kazakhstan. "I would like to note that we have been presented with an interesting competition tasks. In the final, I had to compete with the authors of 10 best works of the 300 announced in the 1st stage, which causes some excitement. Participation in the competition is a valuable experience for me, "- says Ayshakhanyam.

At the end of the competition the 1st place was awarded to the student of AlmaU Ayshakhanyam Churina, the 2nd place was taken by Juliya Tuktamysheva from Karaganda; the 3rd place by Alyona Voitko from Kostanay.

The winners and finalists were awarded with diplomas and valuable prizes. Also, the winners of the competition have a chance to do an internship at the Economic Research Institute with the possibility of further employment.

It should be noted that students of AlmaU have submitted the largest number of applications for participation in the competition - 28! (from the Kazakh National University. Al-Farabi - 26, 23 from the West Kazakhstan Agrarian Technical University named after Zhangir Khan and 19 from the ENU named after L.N. Gumilyov).

<http://www.almau.edu.kz/en/news/11120>

Placement Testing week: international companies are coming over to AlmaU!

According to the statistics, the unemployment rate among university graduates is growing in Kazakhstan. Thus, according to the Ministry of Health and Social Development of the Republic of Kazakhstan, the number of new professionals who lost their jobs in 2015 is more for 17 thousand than a year ago.



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The problem is not only in not the best, in terms of employers, trained young professionals by the universities, the inability to forecast labor market needs, but also the lack of participation of universities in the planning and career development of its graduates, and weak connections with employers.

AlmaU pays great attention to improving the format of events aimed at the employment of graduates. For example, on November 6, the university began Placement Testing week - a new project of the Center for career planning and alumni relations (CCPAR). Under the project, the major Kazakh companies held offsite testing of students on the University campus, then the best will be offered an internship or employment. Moreover, the tests are held according on the internal procedures of the employers themselves.

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Unlike traditional job fairs, during which the students just come to the tables of employers and massively distribute resume, Placement Testing week gives young professionals the opportunity for "live" contact with the HR-specialists of companies. Project participants have registered at the beginning b selecting the appropriate direction for themselves and the company. It is more than 150 people of those who wanted to test their strength in the real test. After registration, the CCPAR also made the selection of students appropriate to the requirements of companies. The level of GPA, specialty and level of English was taken into account. As a result, employers received the team of the best graduates who have sufficient knowledge and skills to get the main prize - work in the successful international organizations.

Week Placement Testing week has just begun, but already more than 50 students of 4 courses had 2 hours testing in CocaCola and Ernst Young. The project also found a response among such giants as: KPMG, AirAstana, Sberbank, Kartel, Chocolife and others. All of these companies are involved in the project of Alma University.

<http://www.almau.edu.kz/en/news/11123>

AlmaU students won the International Business Case Competition!

In total 10 teams (40 students) from 15 universities in eight countries around the world participated in the competition, including: AlmaU students won the International Business Case Competition! In total 10 teams (40 students) from 15 universities in eight countries around the world participated in the competition, including: AlmaU students won the International Business Case Competition! In total 10 teams (40 students) from 15 universities in eight countries around the world participated in the competition, including: AlmaU students won the International Business Case Competition!



The AlmaU team included students from different courses - Alina Kurerova (4th year, Marketing), Dana Serikova (3rd year, Finance), Akmaral Akylbayeva (4th year, Law) and Kuan Thalmann (2nd year, Logistics). Under the guidance of assistant professor of the Higher School of Finance and Management Zhuldyz Yeleubaevoy Kazakh University team took the third place and received the opportunity to study at the University of SolBridge with a 50 percent discount.

The task of the students was to offer solutions to the real problems in the activities of international companies. The main question of the business case: "What strategy should adhere the company LG Electronics Indonesia, to achieve a 10 per cent share of the Indonesian market for smartphones?". It should be noted that the jury was presented by the staff of LG Electronics too.

AlmaU team member, student Kuan Thalmann shared with his impressions: "For our team, this topic was very difficult, we had to evaluate not only the mobile phone market, but also the dynamics of economic and social development of Indonesia. We met with a lack of statistics for more in-depth analysis of the situation and restricted access to the data about the company LG Electronics. Nevertheless, we were able to offer a number of solutions to build a turn-based strategy and implementation of our proposals. "

The jury noted the legal and financial validity of the solutions proposed by the Kazakh university, a high level of team's spirit and good training. For example, the AlmaU team has provided the risks regarding with the adoption of the Law on Compulsory Indonesian content in the manufacture of electrical engineering in Indonesia in 2015, in the amount of 30% to 50% in 2018-2020.

"For us, it was a unique opportunity to get practical knowledge, skills and cultural exchange," - noted the students.

<http://www.almau.edu.kz/en/news/11115>

The round table "Business and NGO: mechanisms of interaction" in Almaty November 13, 2015.

Almaty Management University (formerly IAB) hosted the round table on "Business and NGO: mechanisms of interaction", organized by the Center of expertise of NGOs and the Eurasia Foundation of Central Asia within the framework of the project " Initiative on Capacity Development of NGO experts in Kazakhstan" with the support of "Chevron" in Kazakhstan.



Representatives of business and government agencies, NGOs and the academic community gathered round the table to develop mechanisms for inter-sectorial cooperation and find joint solutions to social problems. The participants discussed whether it is profitable for business to have partnerships with non-profit organizations, what are the benefits of such a partnership for NGOs, and what social problems it can solve. They also dismantled examples of successful long-term partnerships and identified factors that contribute to success.

"In the implementation of its social programmes Chevron has always relied on a partnership with non-governmental organizations, - says a company representative Leila Aytmukhanova - NGOs possess unique experience and expertise in solving important social problems and they are the link between business, government and the public. They know the needs of people, provide us with feedback and evaluate the effectiveness of our social investments. "

"For effective development of the state in any country cooperation triangle" state - business - civil society " is necessary. Currently in Kazakhstan, partnerships are formed only between government and business, or the government and NGOs. With regard to business and non-governmental sector, their relationship is poor. We hope that the roundtable will help all parties find common ground and develop mechanisms of possible cooperation ", - said Alma Sholpankulova, project manager of the EFCA.

"A couple of years ago, we conducted a study on CSR. It showed that NGOs do not have a complete picture of the business activities in the region, this information can only be obtained from the individual companies. In turn, a significant proportion of businesses believe that NGOs do not have sufficient capacity, at the same time the non-transparency of local authorities is a barrier to the development of corporate social responsibility - said Rinad Temirbekov, Director of EFCA. - According to the majority of companies, ideally, the government should be a leader and a link in the development of CSR by creating the appropriate conditions for this and taking into account the interests of the population. Experience shows that effective social projects are implemented where the real dialogue between the government, business and the community are adjusted."

The "Initiative for capacity building of experts in the field of NGOs" aimed at improving the work of the NGO sector through strengthening institutional development to provide better services to the population. Improving the quality of training for trainers and NGO leaders to develop the capacity of NGO experts is one of the priorities of the project.

<http://www.almau.edu.kz/en/news/11124>

15 rural teachers of the Kazakh language improved their skills in AlmaU!

November 4-9, 2015.

Almaty Management University (AlmaU, formerly MAB) hosted the 14th stage of the social project "Support Programme for rural schools of the country by universities ", initiated by the president of the university Assylbek Kozhakhmetov in 2009.



At this time, primary school teachers of Kazakh schools of Aiyrtau district of North Kazakhstan region arrived to southern capital. They met with experienced methodologists, authors of curricula, textbooks, teaching aids, who generously shared with peers their knowledge, experience and recommendations.

The training programme turned out to be rich and diverse, including due to the support of invited experts: Head of the Center for the humanities and the Centre level programmes Irina Kolomytseva, trainer of the Center of level programmes, PhD, associate professor Alia Arziev, senior lecturer of the Department for pedagogy and teaching methods in primary School KazNPU named after Abay Zhupat Astambayev and others.

A series of seminars was organized with the support of the Kazakh State Women's Pedagogical University - in particular, such as "Fundamentals of Management in Education", "Modern methods of education", "Innovative methods of teaching mathematics in primary schools, ungraded", etc.

Bayan Kylyshpay, Head of the Laboratory for the development of Kazakh schools in KazFSUP presented information for teachers about the laboratory, as well as discussed the challenges that faces today in the village schools: "In fact, the main problem at the moment is the problem of small schools in the countryside. Since small schools, as a rule, do not have a good financial resources, classrooms, computers, then the decision for them is the integrated classes, where for example 1, 2 and 3 grades have classes together. Of course, it causes difficulties, primarily for children. To facilitate the work of rural teachers, we are developing manuals, how to conduct integrated and panoramic lessons in small schools - now for 3 subjects only: mathematics, Kazakh language and literature. These developments are needed for saving time, normal functioning. It is the first time we participate in social projects of AlmaU - and it's important for us, because now we have on our agenda - practical cooperation, the integration of the university with schools. "

The participant of the project Ainash Abitaeva, teacher Antonovsky High School, noted the high quality of knowledge and skills that teachers received during the programme: "Excellent teaching methods, it is particularly valuable that you have proposed new technology solutions to small schools problems, methodological assistance, and especially for elementary school, which undeservedly forgotten. High school students bring their teachers "dividend" in the form of wins in competitions and olympiads, and those who laid the foundation, the basis for the success of the children - Primary school teacher - always remain in the shadow. Thank you for that you have remembered us and gave us a great opportunity to learn within your programme!".

Another participant, Barshin Seitova from Birlestyyskoy high school, also thanked the organizers of the project: "We as the teachers need to learn all the time. AlmaU gave us the opportunity, and in times of crisis - I think this is a model of social responsibility. We will certainly share our experience with our colleagues and implement in practice the development of those techniques that we have received on the programme. "

"Directors, head teachers, historians, Russian language teachers, chemists, biologists and teachers of other subjects came to improve their skills under this programme during six and a half years. And we thought if the project reaches to us? And, of course, it was very nice to gain knowledge and experience from the first hand (authors of textbooks, manuals) "- say the teachers.

The guests noted that high school "Arystan" had a special impression on them by focusing on the education of children from socially vulnerable strata, rural areas, etc. They liked the workshops from the representatives of the National Center of Excellence "Orleu" on the theme of practices and new approaches to teaching and evaluation of students' works, focusing on leadership, innovation, the active involvement of children themselves in the organization of the lesson.

Besides the saturated programme of training, the guests also had the cultural programme including the visits to Medeo, Koktobe, New Square, theater named after M.Auezov where teachers watched the play

"Tomb of Korkyt". Deeply philosophical content of the performance, beautiful music, play of famous actors made an indelible impression on the participants.

** The programme "Support of rural schools of the country by universities" was initiated by IAB (now - Almaty Management University) in February 2009. Under the project, each Kazakhstan university (today about 130 universities in KZ) were invited to take the patronage over one of the rural areas of the country (about 200). IAB took the support of Aiyrtau district of North Kazakhstan region schools, inviting for free 15 rural teachers during the fall and spring school holidays to Almaty for training. In November 2013, in honor of the 25th anniversary of IAB, 25 directors of rural schools from all over Kazakhstan were invited to this programme. Since the beginning of the programme already 253 people from all regions of the country were trained in AlmaU.*

<http://www.almau.edu.kz/en/news/11122>

Kazakhstan businessmen at Global Business Forum

November 13-14, 2015.

The south capital held the biggest business event Global Business Forum, where about 1000 delegates from Kazakhstan, countries from Central Asia and Russia participated,



Almaty Management University (earlier – IAB) was an intellectual partner of the forum.

The participants of the forum were lucky to see the performance of Moira Forbes, the president and editor of ForbesWoman, Jan Luigi Lonzhinotti Buitoni, ex-president and general director of Ferrari company in the North America, Erik Edmeades, leading international expert in the field of business leading and other famous businessmen. Delegates of the forum had an opportunity to get an advice from the best professionals of the world – effective business-

trainers and successful entrepreneurs.

One of the most memorable, according to participants' opinion, became "Hot chair" section, the moderator of which was the president of Alma University Assylbek Kozhakhmetov. Such famous businessmen in Kazakhstan as Askar Baitasov, Zeinulla Kakimzhanov, Eldar Abdrazakov, the founder of the food net "Kaganat" Chinara Bugimbayeva, Kairat Kudaibergenov participated in it. Sharp questions from the moderator and bright answers of the speakers reasoned good reaction of the whole audience of the forum, among which were not only representatives of small, middle and large business, but specialists in the field of PR, marketing, journalism and etc. So, the question from Mr. Kozhakhmetov: "The really popular saying today is that crisis – an opportunity, that it is good, it helps to turn on new power, it makes us work harder... Then maybe it is better for us to make it stay forever?", - confused guests of the panel a little bit. Nevertheless, guests were able to answer and to save the reputation. On the question, addressed to Mr. Kakimzhanov, about how the position of Minister helps to business today, Mr. Zeinulla Khalidolovich answered briefly: "It helps. Nobody sticks", and made the audience applause. Also he advised the youth not to strive for public service, but continue making business: "the experience in the public service is very useful, because you approach any problem systematically. You know all the moments of funding, promoting the idea, macroeconomics and etc. Although the business is a difficult thing, however, it is very useful for you, for your family and for the state affair". Ms. Chinara Bugimbayeva told about difficulties, which she faced at the beginning of her way and shared the secrets, which helped her to overcome these difficulties.

Alma University also participated in GB forum using volunteering activity of the university's students, who were actively helping to the organizers of the event. Future entrepreneurs, receiving best business-education in the country, were able to familiarize themselves with interesting business cases and set useful networks.

It was really pleasant surprise for all the visitors and for Moira Forbes personally, when AlmaU MBA listener Dmitriy Kolkov appeared on the scene with a huge basket of roses and presented it to the founder of "Forbes Women" journal.

In the role of honorable guest of the event the famous Hollywood actor and successful businessman **Jean-Clod Van Damme** came out the scene and pleased all the fans with his long-expected appearance.

<http://www.almau.edu.kz/en/news/11127>

AlmaU Students tell about results of the TechConnect Start-Up competition

November 12, 2015.

Astana held the first biggest in Central Asia technological conference TechConnect.Tech, which represents start-up competition similar to Russian Start-up tour, which is annually held by Skolkovo.



The event is unique in the sense that domestic innovators are provided by an opportunity to implement their projects in their own country with the support of local investors.

At this event in the capital of Kazakhstan 150 investors, founders of the best 100 start-ups and 1500 guests from Central Asia, USA, Europe and CIS met together. 20 world experts in venture investments and innovations took the role of reporters at TechConnect.Tech.

At TechConnect AlmaU was represented by students – authors of innovational projects – Yersayin Tamabay, Kirill Tsoy and Yerlan Nurtayev. Guys agreed to tell about their start-ups in details.

Infalike – “Facebook” for students

The suggestion of Yersayin Tamabay, who is the 4th year student of the “Finance” degree, relates to the field of internet: Infalike – is a social network, oriented on students. “Actually, the product is ready, - says Yersayin, - But some parts have to be refined. But we need money for this. Experts and even the leader of TechConnect from New-York recognized that the project is good but it is needed to be launched first of all in order to attract investor”.

“The main feature of Infalike is that you have no need to add friends yourself as in FB or VK, - thinks author of the project. – There is a common list around the university – the circle of friends. Social network has its own password and key word and students of this university are able to “see” each other in Infalike and can communicate. In order to get an access to this social network other users have to receive a password. Either they can follow university’s account as friends or readers... TechConnect gathered very talented people from different countries – of course it was really interesting to communicate with them. The trip was very interesting and efficient also in the sense that I achieved the goal that I set: attract investors and go to the next level in creation of Infalike. I met influential people who already have experience in implementation of such start-ups, they gave me advice on how to act further”, - tells Yersayin.

According to calculations of the students, in order to realize this project it is needed 30 thousand dollars at the primary stage – for the rent of powerful servers and programmers’ salary. Yersayin is intended to implement his start-up in Silicone Valley where he is going to go after graduation. The primary capital and parent’s consent he’s already received and he, according to his words, is not going to give up.

Animation books in the style of “augmented reality” will be developed in Kazakhstan

The Project of the 3rd year student of the “Informational systems” degree of AlmaU Kirill Tsoy “Animation Books” is made in the style of student developments for mobile apps “augmented reality”. In the March of 2015 – Kirill’s project became winner in the track “Innovations for children” of Kazakhstan’s stage of Start-up Tour – 2015. Then student received number of offers from “skolkovs” on implementation of his start-up in Russia.

Kirill Tsoy put forward the idea of animation books for children (firstly tales). The idea was born when the student was working in the innovational museum of AlmaU and was thinking about design of museum’s central wall for the film-projector screen –displayed 3D-models, animation video clips in the style of infographics. Then idea to use the video guide in the museum instead of traditional audio guide became excellent decision – even guests from Great Britain and USA admired it.

And Kirill decided that the same idea can be used during the simple reading process. Besides, according to author's words, it is necessary to differ animabooks from audiobooks. If technology of audiobooks has been using for a long time, and is based on usage of audio row (i.e. the voice of speaker reads book aloud from the beginning until the end), the animation book is quite different. So, imagine that you are buying the book and downloading the mobile app that helps to "revive" pictures in the book. For example, you are reading the tale about three pigs to your child. Directing the tablet or smartphone on the picture and little pigs start to sing, dance and etc. Or the creature starts running through the pages of the book in front of your eyes, i.e. pictures are not for "showing" all the tale, but giving stimulus to child to listen the tale till the end developing their imagination.

"Actually, this idea is not new, it just wasn't taken seriously by nobody. The technology exists for a long time, but only now people start to understand its possibilities. Moreover, it is affordable almost for everyone. For example, good 3D-glasses cost 500 dollars, but 3D models and animation in mobile phone are cheap and all the people can afford them, - tells Kirill, - Now we are launching mobile app – it is processed in the App Store, and after the week or week and a half you will be able to download it. We have already processed the number of tales – "Red Hat" and others. In Parallel, we want to "get into" MES RK for implementation of our project in study material, in order to make pupils to read chemistry and physics with interest. Also we want to publish marketing products: advertisements, brochures and others – for private companies".

According to students impressions, TechConnect – is a platform which didn't exist before in Kazakhstan. "The level of organization is quite high. The impressions are exclusively positive, I think, we did well. There were companies which suggested to set their advertisement in our app, one person from Kazakhstan Association of patent and protection of intellectual property even promised to help to protect our patent. The main outcome of the trip, in my opinion, is that I decided to implement my start-up in Kazakhstan, but not in Russia or in other countries, - thinks Kirill, - the perspective was either go in Moscow, or somewhere farther. In Skolkovo they promised me support, but after Astana when I felt support from the Ministry of Education and Science of RK, I understood that it can be realized in Kazakhstan too".

Postero Green: Here will be city-garden!

The 3rd year student of the "Logistics" degree Yerlan Nurtayev has been nurturing his project Postero Green long enough – since school times. "The core of the project is simple, - tells Erlan, - As we know, every man has to do three thing in his life: build a house, raise a son, and plant a tree. We help the person to manage the last point. The person can anytime visit our web-page, choose the sort and the price of the tree, available location, make payment and the tree will be planted. The feature is also is that our people will be take care about seedling, the person will be able to follow its growth and development, because special QR code is attached to the tree, and through GPS-system the man can find it. Besides, information that you have become the customer of Postero Green also will appear on your account in social networks, which evidences your social responsibility".

Additional pluses – the person does not need to get permission on planting seedling (it is necessary, because akimat leads certification, standardization and counts trees in the city). He doesn't need to spend time on searching tree – the assortment on the web-site is quite big, the price: from 3,5-4,5 thousand tenge till 100 thousand and higher. The most popular are coniferous and hardwood sorts. Additional post-service – if you choose fruitful tree, the fruits of this fruit are delivered to your home twice a year.

During the time of implementation of this project – 4 months – 250 trees were planted. Now the territory available for planting is included only Ile-Alatau national park. But guys conduct negotiations with akimat on including their project in General plan of planting trees in Almaty city. "The benefit is mutual – tells Yerlan, - the money from state budget directed aimed at tree planting can be called off (crisis). The problem of making megalopolis green can be solved by us. Moreover, it will be interesting if a person drives through the city and sees his own trees".

According to Yerlan's words, the service is popular among graduates, young moms (the tree for them is like a symbol of their baby's growth). The next step is to arouse the interest of huge mining companies: "We have already had corporate orders from different companies. They usually have their own programmes on corporate social responsibility. We need to ensure appearance of our project in their strategy of development. I think, that they are supposed to be interested in that way of showing social responsibility, especially in conditions of crisis", - thinks Yerlan.

“The person can plant one, maximum ten trees with his hands, but we give him an opportunity to build a garden for money. – thinks Yerlan. Start-up is at the initial stage of development and the student believes that TechConnect will help him in this issue. It is known that top manager of “Baiterek” holding Baizhan Kanafin is interested in the idea of Postero Green. “He said that he is really interested in this project, especially that there is a tree on their company’s logo. We agreed to call and discuss options of the support of start-up. I hope, it will have the result”, - concludes Yerlan.

<http://www.almau.edu.kz/en/news/11139>

Master classes from top companies at AlmaU

AlmaU organized the number of master classes for students. They had an opportunity to meet with CEOs and top managers of top international and local companies, businesses owners and leading business trainers. During the master classes students learned about insights of the companies, and information about the industry. Moreover, students had an opportunity to discuss the opportunities on internship and employment at those companies. Master-class participants: Askar Baitasov - Director of AB restaurants; Andrew Galunin - practitioner training consultant; Inkar Matasheva - representative of Mars; Bekzat Bakytbek – expert of logistics company "Wrigley Kazakhstan"; Gulnar Baykulova- demand planning manager at Mars CEAB (Mars Central Eurasia and Belarus); Yerlan Manataev - owner of Golden Eagle CrossFit; Artem Yakupov - organizer of "Almaty Marathon", triathlete and ultramarafoner; Aygerim Abisheva - Manager at MARS; Mazhenov Mansour - Director of LLP G-Time Travel; Andrei Astakhov - businessman, director of Caravan Beverages Group (Pago, Vittel, Perrier) and president of the Charity Club Rotary

<http://www.almau.edu.kz/en/news/11133>

<http://www.almau.edu.kz/en/news/11138>

<http://www.almau.edu.kz/en/news/11129>

<http://www.almau.edu.kz/en/news/11114>

<http://www.almau.edu.kz/en/news/11091>

AlmaU faculty became co-authors of the first collection of business-cases of “Bolashak” Association

November 26, 2015.

“Bolashak” Association jointly with Almaty Management University (earlier IAB), National Management Holding “Baiterek” and JSC “Bank RBK” presented the first collection of business-cases “Bolashak business cases”, where the experience of the biggest Kazakhstan companies are presented.



According to the speech of chairman of the board of “Bolashak” Association, chairman of the management of “Baiterek” holding Kuandyk Bishimbayev, the collection includes real business cases related to the activity of Kazakhstan companies, such as JSC “Alageum Electric”, JSC “Agroindustrial company “Adal”, JSC “Bayan Sulu”, JSC “Ust-Kamenogorsk poultry”, LLC “Shin-Line” and others (in total 11 companies of “Baiterek” Holding). Herewith, for the work on book companies created their own working groups, every of which was mentored by the teacher of Graduate School of Business of Almaty Management University.

AlmaU actively participated in development of the collection of cases at every stage of its creation. At the initial stage, in July of 2015 by invitation of “Bolashak” Association, faculty of GSB of AlmaU conducted

training for entrepreneurs about what business-cases are and how to write them. Then primary consultations of experts was held, which helped working groups to determine the direction of the work, analysis of provided business-cases, editing and recommendations from mentors on further work.

As the result 31 cases were created in co-authorship with faculty of Alma University. Among them such cases as: "Solving problems of share participant" (JSC "Baiterek Development", co-author – Bulat Karibdzhanov, c.e.s.), "Launch of the new tool on support of non-resource export" (JSC "SK "KazExportGarant", co-author – Irina Leontyeva, MPhil), "Non-material and non-material increase of labor efficiency "Everybody plays" (JSC "NATD", co-author – Leila Kukuzova, MBA), "DEVALUATION: does it influence on Kazakhstan banks?!" (JSC "HCSBK", co-author – Galiya Sultanbekova, c.e.s.), "New approach to realization of the state programme of housing construction" (JSC "KMC", co-author – Hairolla Musaripov, MBA), "Launch of the start-up with minimum risk on the example of LLC "Reisswolf Kazakhstan" company's case (JSC "Damu", co-authors – Ozat and Saule Baisserkeyev) and others.

Besides, other faculty member of GSB of AlmaU: Bayansulu Markhayeva, PhD in Economics, Sultanbek Tultabayev, PhD in Technical Sciences, and Akmaral Altaliyeva, candidate in Economics., also became co-authors.

During the process of work themes of cases were attached to mini-groups by directions: marketing, finance, HR, behavioral unit, management. The main editor of the book was the candidate of economic sciences, faculty member of GSB of Alma University Bulat Karibdzhanov.

"This book, firstly, familiarize you with the new method of learning and analysis of domestic economic situation through the prism of Kazakhstan companies' cases, and, secondly, teaches you to build appropriate algorithm of actions, strengthening research and creative skills of decision-making for solving non-structured crisis situations of the young generation of Kazakhstan managers. – thinks rector of AlmaU Assylbek Kozhakhmetov. – We hope that this fruit of our joint labor of the spheres of education (Almaty Management University), business (national management holding "Baiterek"), and energy of youth ("Bolashak" Association), will let broad circle of readers deservedly assess innovational for Kazakhstan method of Case study with illustratively represented actual situations from the experience of Kazakhstan companies".

The collection will be spread on gratuitous basis in Kazakhstan universities, foreign business-schools.

According to the words of organizers, presentations of the collection will also take place in such big cities as London, Washington, Beijing, Moscow, and also in regional and city libraries of Kazakhstan.

<http://www.almau.edu.kz/en/news/11140>