

## AlmaU held the conference in honor of the 70th anniversary of UN and UNESCO

November 27, Almaty Management University with the initiative of “Informational technologies and general education” department held Interuniversity scientific-practical conference of among bachelor and masters students on the topic of: “Human development: achievements and problems”, dedicated to the 70th anniversary of UN and UNESCO.



The conference was attended by politics, scientists and social activists. Among them: **Yekaterina Lazareva**, Representative of “UN-Women” – structures of UN on issues of gender equality and extension of rights and possibilities of women, Representative/Head of multycountry department in Central Asia (Kazakhstan); **Dudar Zhakenov**, adviser of the I class, adviser of Representation of MFA of the RK in Almaty; **Alen Kuspanov**, assistant of the Department of Social Information of UN; **Sagadi Bulekbayev**, doctor of philosophical sciences, professor (KazUIRaiL named at Abylay Khan) and others.

Before the start of the event, Nurzhamal Duisengulova, vice-rector on academic issues of Almaty Management University addressed welcoming speech to those present. She thanked guests for the contribution they make in development of growing generation and noted that the theme of conference is important especially in sectional interests and development of youth.

Conference was working on following sections:

- Section 1.* UN and UNESCO: achievements, problems, perspectives;
- Section 2.* State, effective management and human development;
- Section 3.* Economic growth and level of life in modern world;
- Section 4.* Culture and sport; contribution to human development;
- Section 5.* Informational technologies and national models of building global informational society.

In frames of conference were discussed methods of provision of stable development, particularly, exclusive role of human capital in this case. So, invited guests noted that it is necessary to provide measures on overcoming gap between wealthy and poor, fight with corruption through alignment of social inequalities in global scale. Special attention was paid on the role of youth in reaching aims of human development: so, students already during the education largely contribute to development of culture and sport, informational technologies in the country.

The aim of conference is detection and support of talented youth, development of creative abilities of students and masters, popularization of scientific knowledge, stimulation of interest to United Nations and UNESCO, strengthening of connections between faculties and schools of AlmaU and other universities. <http://almau.edu.kz/en/news/11160>

## Legal culture for orphan children

December 5, Almaty Management University held the training “Formation of legal culture among minors”, dedicated to the human rights week. Pupils of 9th and 10th grades of orphanage #2 became participants of training.



School of Law, faculty of basic preparation and social disciplines department became organizers of this event. The meeting itself held in frames of project “Service learning” – new subject, introduced in the university’s program this autumn (Service learning – study through public service).

Head of “Law” department Aiymgul Tleuzhanova and 4th year students of the School of Law held training in interactive form on following directions:

- Are the rights and freedoms of citizen and child equal?

- What are the limits of rights and freedoms of personality?
- What groups of rights and freedoms of human and citizen exist?
- What normative acts secure our rights and responsibilities?
- Where our responsibilities start and finish?

Guys actively involved in discussion of issues, working in little groups. Drawing posters, they were protecting projects on themes, demonstrating savvy and imagination.

After the competition, IAB college's KVN team performed in front of the pupils. Students were cheerfully joking and entertaining guys, then university's museum was shown to them, was held excursion around the university. In conclusion of the meeting, Tea Party was organized for orphanage kids on the "Law" department, during which participants shared their impressions. <http://almau.edu.kz/en/news/11163>

## Charity Wish Tree: from AlmaU – to Almaty!

**December 5, four shopping centers of Almaty city: Dostyk Plaza, Esentai Mall, MEGA Alma-Ata and MEGA Park – started the campaign "Charity Wish Tree"\*. The project was initiated 2 years ago in Almaty Management University, but only today it went out of the frames of one university and became the city project.**



The idea of the project is to help children from orphanages. More than 700 kids from foster homes, orphanages and low-income families from Almaty city, Issyk, Kaskelen and also Talgar and Ili districts are waiting for New Year presents. They wrote their wishes on papers which were hung on "magic" trees. Every visitor of shopping center can get this paper and make any child's wish come true.

It should be noted, that already at the start project it had a tremendous success! Almaty citizens demonstrated amazing compassion and wish to help bereaved – for half of the day in all four centers almost all the pieces of papers with children's wishes were torn off the tree.

It assumed that till December 10 "trees" will be dressed in a new foliage and those who haven't made the present to kids yet will have a chance to carry out their intentions. Today there are 12 universities and 200 volunteers involved in the project. To make a New Year present to kids can everyone – individuals and companies. According to the words of initiator and organizer of the Charity Wish Tree project Diana Kulakeyeva, children dream of books, radio-controlled toys, sets for needlework, sportswear. There are also non-material wishes – to play football with "Kairat" team or to skate.

"We conduct different social projects and there guys from diverse specialties in our team. These are future financiers, lawyers, marketers, but first of all we are people, who do care about problems of growing generation. We believe that there are many people in the world who are ready to create kindness. And our aim is to unite kind people and those who need help. Then he will understand what kindness is and will seek to become real Human himself. Our slogan is – never regret sharing something that you have: attention, time, kindness", - says D.Kulakeyeva, chairman of Students council of Almaty Management University. Initiator of the project also added that realizing social projects, students-volunteers show their talents and receive valuable experience.

During the project users of social networks will be passing the baton Charity Wish Tree – those who haven't carried out kids' wishes will be taking the baton from their friends. The Action will last from 5 to 13 of December. These days there will be duty volunteers in such shopping centers as Dostyk Plaza, Esentai Mall, MEGA Alma-Ata and MEGA Park from 10.00 till 22.00 hours. They will register all the wishing to participate in project and will receive gifts for storage which will be delivered to kids after the end of action. For all the wishing to visit kids personally and personally give gifts will be organized transport.

\*Charity Wish Tree project started in 2013 in AlmaU (Almaty Management University). Then the group of students make more than 60 children's from orphanage #1 (Baganashyl village) come true. <http://almau.edu.kz/en/news/11164>

## Dosym Satpayev: about trends and risks in Kazakhstan and the world

December 7, Almaty Management University held the guest lecture of the director of the Group of risks assessment Dosym Satpayev – on the topic of “Global trends and regional risks”.



At the meeting with students, famous Kazakhstani political scientists told about possible forms of transactions (transits of government) in the country. Also lecturer shared the opinion about two mainstreams gaining strength in Kazakhstan – national patriots and religious fanatics which are, according to Dosym’s words, dangerous and threatening for stable development. Among other risks for the country, the guest also named economic, political and technogeneous risks.

Regarding the global threats in the international arena, as political scientists thinks, these are terrorists and transnational corporations. In conclusion, Dosym Satpayev Q&A session with students and presented the book “Molotov’s Cocktail. The anatomy of Kazakhstani youth” to the

most active participants, written in co-authorship with other famous Kazakhstani people. <http://almau.edu.kz/en/news/11165>

## How to build business image: advice of professional

December 10, School of Finance and Management of AlmaU for the first time ever in Kazakhstan applied in practice innovational educative technology, organizing simulating game-trainer for its students called “Market Place”. Project is realized together with “Business Link” company, represented by the trainer-consultant Urken Karakulov.



The idea of the game is that participants are divided into teams which open virtual firms online and distribute roles: director, financier, jurist and etc. They are suggested different situations (kind of cases), which they should solve with the lowest losses, ideally – without them.

In total 125 students took part in the game which was held both in English and Russian. In October and November of 2015 4<sup>th</sup> year students of the specialty “Management”, “Marketing” and “Finance” of Almaty Management University became participants of the experiment.

The online-trainer itself is developed by professor **Ernest Cadotte** from University of Tennessee. The game is directed at detection of analytical abilities of students, formation of entrepreneurial skills. At the initial stage, AlmaU bought licenses for 150 students of School of Finance and Management (SFM) and was the first who applied this technology in educational process. Training on the format of “Market Place” game was passed by not only students, but teachers of HSFM. Initiators of implementation of this technology in AlmaU are dean of SFM **Kaiyrzhan Abdykhalikov**, vice-deans of SFM **Ainur Ashimova** and **Galima Zhanzhigitova**.

According to the words of participants, business-simulation has become original introduction in practical marketing for them. Reports of students were corresponding: *“Market place helped me to understand general principles of business”, “...in spite of virtuality, scenario of business-simulations allowed to feel yourself in the role of business owner, where the real competition takes place...”, “permanent change of market situation and positions of competitors obliges to analyze financial data all the time that helps to make the right decision...”*.

Unique online-game allowed students fully master the process of business decisions-making. Separate teams were leading most of discussions out of the classes, summing up results of their activities on the practical classes. It was noticeable, as with development of the market and growth of competition, virtual businessmen were learning from their mistakes, correcting their strategies and thinking about new tactical movements. Teams learned how to forecast sales, plan cash flows, calculate income and expenses.

*“The level of preparation of AlmaU students allowed to easily involve them into the process of business decisions-making. Participants fully mastered all the functional of simulator and diversity of chosen specialties allowed them to assess applicability of business simulations for the wide specter of disciplines”, - notes trainer-consultant Urken Karakulov.* <http://almau.edu.kz/en/news/11167>



## Our rights – our wealth

Almaty Management University held the round table, organized in the honor of International day of Human Rights. Participants of the meeting were representatives of international organizations and NGOs, juristic and scientific community, teachers and students of educational institutions and also Consul of General Consulate of the Russian Federation in the Republic of Kazakhstan Irina Pereverzeva.



International day of human rights is celebrated annually on December 10. Exactly this day in 1948 General Assembly of UN adopted Universal Declaration of human rights, thereby recognized that every individual in any point of the world at any time has all the rights that unite people in single world community with similar ideals and values.

The round table, organized by the School of Law of AlmaU, started from demonstration of video dedicated to compliance of basic principles of human's freedom. Then **Nurzhama Duisengulova**, vice-rector for academic affairs of AlmaU greeted university's guests and noted that such kind of events

help our students to know and protect better their rights and rights of people.

*Discussions and lively polemics among those present was called by reports of professor **Yerkin Duisenov**, adviser of the rector of Institute of state and local management on the topic of "about several problems of interpretation of norms of Kazakhstan Republic's Constitution in the field of human and citizen rights", docent of School of Law **Nazhiya Kalisheva** "Human rights – one of the factors of limitation of state power in the republic of Kazakhstan", and also international expert of the Center of Legal Policy Research **Nazgul Ergaliyeva** – "Business and human rights".*

Participants also discussed actual issues about nature of human rights and freedoms; role of UN, state, civil society and mass media in provision of human rights. <http://almau.edu.kz/en/news/11169>

## Guest from Austria visited AlmaU

December 10, in Almaty Management University trade representative from Austria in the republic of Kazakhstan Michael Muller met 4th year students of "finance", "management" and "accounting" specialties. Guest gave an interesting presentation to students on the topic of: "Economic, Trade and Financial Relations between Austria and Kazakhstan".



At the meeting were discussing actual questions of economic and trade and financial partnership between Kazakhstan republic and Austria. Michael Muller familiarized students with basic macroeconomic indicators of Austria, highlighted questions of leading Austrian companies' businesses in Kazakhstan and perspectives of economic partnership between Kazakhstan and Austria. During the meeting, students were actively asking questions. Besides a pile of impressions, guys received as a gift Kazakhstani-Austrian journals "Sakssaul"\*, publishing in English and Kazakh languages, and also famous Austrian sweets.

\*the edition, publishing by Kazakhstani students in Austria. First journal about Kazakhstani-Austrian connections in the field of politics, culture, economics and education. <http://almau.edu.kz/en/news/11179>

## Youth is for the business with "human face"!

December 8, in Almaty Management University started V annual business economic game "I am entrepreneur" among students of colleges of Almaty city. The interesting thing is that many students presented projects oriented on social entrepreneurship. It is obvious that modern youth does not only care about making money, but also about public service.



One of the participants, Dmitriy He, student of IAB college, represented project on building of special oxygen “capsules”, which can be set in huge cities and where any citizen of megalopolis will be able to enter and make a sip of fresh air. Student proposes to solve the problem of oxygen hunger with such a creative method.

Third year students of IAB college Eldar Mashurov and Dauletkhan Turlybekov under the management of teacher Natalya Gubanova presented the idea of creation mini-factory in Almaty on recycling of used tires. How future entrepreneurs calculated, there should be no problem with the

raw materials market in city-millionaire. Continuing growth of car park in Almaty brings to the increase of the amount of used tires which can't be biologically decomposed and are flammable. Guys suggested ecologically safe and economically beneficial system of collecting and recycling of waste tires, and made very detailed SWOT analysis, analysis of the market of raw materials and sale, step by step technical plan, which certainly helped them to earn the trust and high grades from the side of jury. The sum of necessary investments in the project, according to guys' calculations, will be a little bit more than 294 million tenge, the output can vary from new tires, hoses, water-repellent coverage to railway sleepers, soles for shoes and many other.

Maxim Tsymbalov (3<sup>rd</sup> year) and Kristina Phedoseeva (2<sup>nd</sup> year) from the college of tourism industry and hospitality (scientific supervisor – Irina Anaytova) suggested social project – “Storm of Mercy”, idea of which is in organization of different creative courses and holidays for kids who have oncological diseases. Students voiced official statistics: there are 80 people suffered from cancer are revealing in Kazakhstan every day and most of them are kids. Students dream of helping children to cope with psychological problems caused by disease, because friends' support and lively participation of people around often make impact on recovery of the health. Maxim and Kristina showed their social responsibility and organized master classes on origami, bioceramics, conducted interesting holidays for suffered children.

Alfiya Khismatullina, director of IAB college noted that this year a bigger number of social projects aimed to help suffered from disease people and homeless animals participated. According to her words, the best projects will be left without attention of organizers and after the competition: “Of course, students have lack of experience in terms of getting credit for development of business. But as a result of the event we have already received an offer from ESC – entrepreneurs service center – to help with consultation of the youth and provision of juristic, marketing, accounting and other services”.

As organizers told, the game sets a goal to increase the level of knowledge of students about entrepreneurship, mechanisms of business-projects management and development of innovational potential of the youth in economic and entrepreneurial spheres. In total, there were represented 60 projects of such directions as: production, services, ecology, tourism, trade. According to results, 20 top places were awarded, what show the high level of quality of provided projects.

First place was divided between three projects, two of which belong to students of IAB college: “Recycling of used tires” and “Learning Center on education of financial literacy”, and the third one called “The Storm of Mercy” – to the college of the industry of tourism and hospitality.

The second place was awarded to several projects at once: Almaty college of economics and law (project “Energy and fuel without danger to environment”), Almaty financial-legal and technical college (project “Manufacturing of equipment for playgrounds and hangars”), college of tourism and hospitality industry (project “Implementation of innovational technologies in restaurant business”), Almaty college of service maintenance (project “Aquaponika”), Almaty state college of technologies and floristics (project “Sunny day”) and IAB college (project theatre “Sunrise”).

Third place was divided by 6 colleges, including Almaty state polytechnic college, Almaty college of fashion and design, IAB college, college “Adilet”, Almaty financial-legal and technological college and Almaty state college of new technologies.

Organizers of the game – college International Academy of Business gave an opportunity to participants to meet and talk to young and successful businessmen of Kazakhstan and also organized interesting excursion to SEZ Park of innovational technologies “Alatau”. Significant help in organization of the event was made by akimat of

Almaty city, education management, house of entrepreneurs of Almaty city, Almaty association of colleges, “Nur Otan” party and also Almaty Management University (earlier IAB).

In the event took part representatives of British Council, Charity Foundation “Eldani”, “Damu” Foundation, Chevron Munaigas, Kaspi Bank, Sberbank, Coca-Cola Bottlers Almaty, Abdi, Procter & Gamble, Raimbek – Bottlers and other huge companies. <http://almau.edu.kz/en/news/11182>

## Charity Awards: the authors of the best social projects were awarded!

Solemn awarding ceremony of the “Charity Awards” charitable student award according to the results of the Service Learning project was held on December 15, 2015 in Kinoplexx Sary Arka! The project was launched in Almaty Management University in September this year.



The new discipline of Service Learning was introduced to the 1<sup>st</sup> year students' curriculum of all specialties. As part of the subject, students were learning to serve the community, and to apply their knowledge in practice through working in nursing homes, at homes for the disabled and in other social organizations. Introduction of the course meets the policy of the University aimed at training qualified business area specialists, who are deeply aware of their civil and social responsibilities.

Moreover, the students not only had to help social organizations in their work, but also they had to initiate, to prepare, and to implement their own social projects. In ideal,

those projects would optimize the work of volunteer organizations. The results of the program were so impressive that at the end of the 1<sup>st</sup> semester, it was decided to award distinguished students in the field of serving the society.

Five nominations were established under the “Charity Awards” project.

Dean of Faculty of general education of AlmaU Assylbek Nurgabdeshev noted at his speech, that to become a leader and to be successful, students must have four kinds of intelligence, one of them - emotional and it can be developed only through practice: “When we started our project, our aim was to convey to the young generation the unshakeable value, among of them is to help in need, respect elders, social activism. After 10 years our students will lead companies and corporations, and I believe that they will carry through the years the values which we lay out today.

Deputy Dean of Faculty of basic training for Finance and Operating issues Laura Masanova point out that at the beginning students had a lot of questions, bewilderment: “Frankly speaking, some of them even doesn't want to be involved at the project, because they don't know what is it. But, at present, after completion of semester, I am sure: rare of you will say: I should not spent time for working in social project. It appears to me that you found a new features which is not even suspected before. You get a generous experience and very demanding job, which requires whole of you, not for hours, not occasionally, but be always with full dedication. My congratulations upon your successfully completion of project. You are our pioneers and you will always remain in the history of our University.

The results of the nominations are available on the link: <http://almau.edu.kz/en/news/11184>

## AlmaU students' project received support from Almaty Tech Garden

3rd year students of “Logistics” specialty of Almaty Management University (earlier IAB) Ilinur Yakhyarova and Erlan Nurtaev took part in acceleration program Almaty Tech Garden. After successful presentation of the unique project Postero green, young start-upers received new perspectives and opportunities.



Acceleration program Almaty Tech Garden – is a contest between innovational projects which gives to youth a unique chance to get expert grade and realize their ideas. All the projects go through strict selection process and best of them get all the needed condition for development: working cabinet, mentors and investment.

Participants' performance on the program of acceleration held in the form of Pitch Day. Time-limit – not more than 3 minutes for short

presentation and 1 minute for questions/answers. In the incubator were presented about 30 projects and AlmaU students became one of those who managed to impress jury and receive real support of Almaty Tech Garden.

*"Many projects were defended firstly in such a format, it was exciting and not easy, - tells **Ilmur Yakhyarova**, - we presented our idea in front of employees of Almaty Tech Garden and foreign investors. As a result, we reached final and it was decided to provide us with the office, mentoring and, possibly, finance support. Mostly, jury liked processability of our development. Many presented projects were on the stage of development but we have already have active business – this became a huge advantage. Besides, specialists noted our presentation, good quality of performance".*

Another author of Postero Green **Erlan Nurtaev** reminded that on November of this year guys participated in "Start-up battle" on the conference of TechConnect in Astana and there the managing manager of "Baiterek" holding Baizhan Kanafin expressed interest in our project. "Recently, we met and discussed details of partnership, – shared pleasant news Erlan, - Mr.Kanafin told that also ready to support our project after revision of some details". <http://almau.edu.kz/en/news/11188>