



ALMA
ALMATY MANAGEMENT
UNIVERSITY



Discovering and Educating the Talent Generation

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School Education system in Kazakhstan

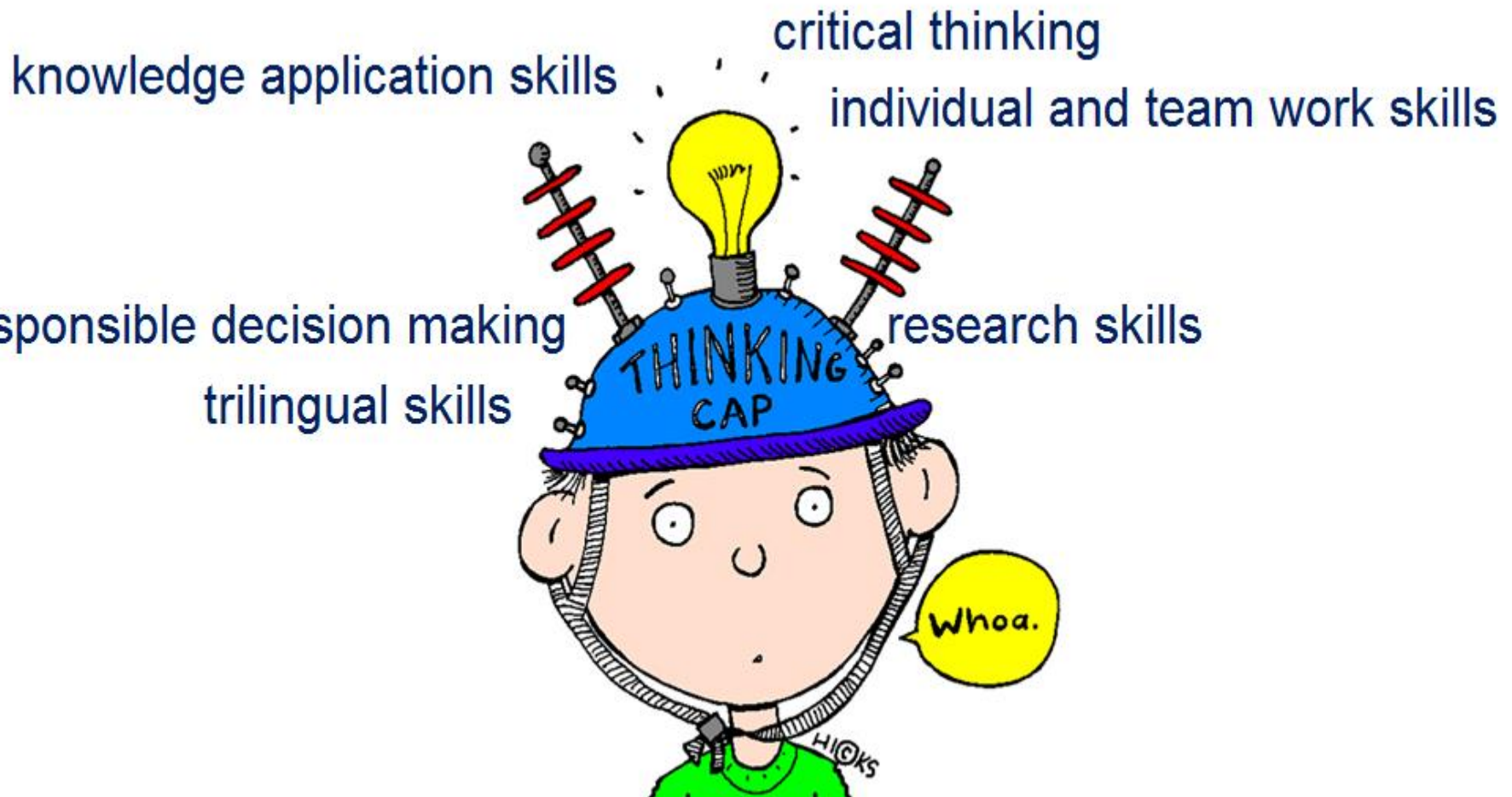
- **100** specialized schools for gifted children including **20** Nazarbayev Intellectual Schools
- **30** Kazakh-Turkish lyceums
- **6** International Baccalaureate Diploma Programme



**Drastic changes in school education
challenge higher education**

Integrated educational program

- Criteria-based assessment system
- Clear learning outcomes



Challenges

- Best universities get best school graduates
- Best universities get best undergraduate students

FOR THAT REASON:

- Best universities engage in hunting for best graduates
 - Educational institutions fight for intellectual resources
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- Where would graduates of the world top universities go for postgraduate education?
 - Would they choose university in home country or abroad?
 - How should local universities satisfy those with excellent education obtained abroad?

University Student portrait

- Able to learn
- Eager to obtain knowledge
- Have international learning experience
- Know about world best practices (after studying at world best universities)



We believe that changes is part of life.

The world is populated by tourists and refugees:
you either accept the changes or try to run away
from them.

Francesco Clemente

Life Example



Assel Zhienbayeva, 28 y.o.

**Chairman
National Holding «Zerde»**

Background:

- Physics and Mathematics School for gifted children
- Cambridge University
- Moscow State University n.a. M. Lomonosov

Did she succeed because of her international degree?

Innovative schools vs. Universities

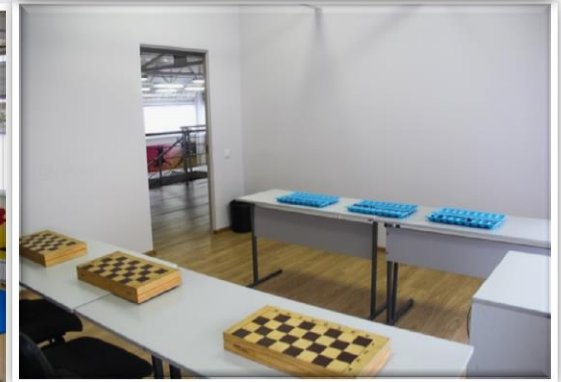
Challenges

- Do Universities meet the demand of school graduates and MBA/DBA students?
- Will talented and gifted children choose the university in the country (e.g. AlmaU)?
- Will top managers of large companies study at business schools in Kazakhstan or go abroad?

Universities need to upgrade!



Almaty Management University (AlmaU)



Fast facts on AlmaU

- Est.1988
- Entrepreneurial, Socially responsible World-class University
- Total Faculty: 229
- Total Students: 3399
- International partnerships: 100+
- Corporate partners: 200+
- Accreditations: IQA CEEMAN, AMBA & National accreditation
- First in the country to introduce MBA & DBA programs, Service learning course

The Three Pillars of AlmaU

- **Entrepreneurship**

Creating model of Entrepreneurial university and its dissemination in Kazakhstan.

- **Social Responsibility**

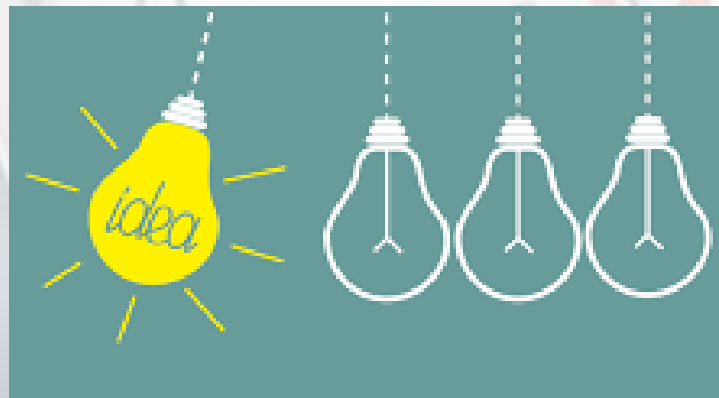
Employment of «Win-Win-Win» principle, whereby any mutually beneficial cooperation between the two sides (Win-Win) benefits the third party - the society (Win).

- **Knowledge Management**

Implementation of KM model into university management and its promotion nationally and worldwide

Identifying and raising talents

- No room for mass blind copying of world practice
- Innovation and individuality
- Monitoring of students' trajectory for development



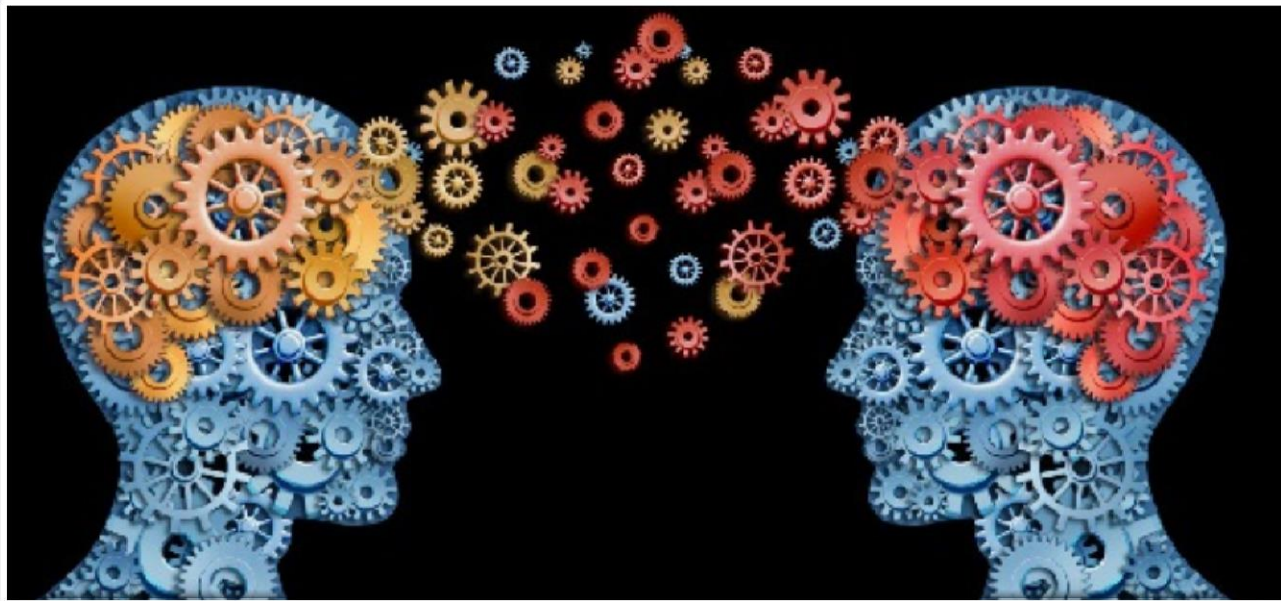
The phenomenon of "indigo"

- Live outside the traditional system
- Free
- Determined to follow personal rules



A teacher should be...

- Innovator, not the transmitter of knowledge
- Mentor, not the leader
- Creative
- Teacherpreneur (Berry, 2013)



Actions to take

- Be committed to change (E. Flamholtz, 2007)
- Re-assess values every day
- Be proactive in the ever-changing world
- Learn international practices

What actions exactly?

- Integrate the system of additional certificates, in particular, «Entrepreneurship», «Marketing», etc.
- Makes sure research faculty know the market realities (work with (and in) business).
- Faculty should go abroad to teach (get international teaching experience).
- Faculty should consult other business schools.

What actions exactly?

- Flexible syllabus (students deciding on what they want to learn).
- Students naming courses (wider range of electives).
- Out-of-class teaching (companies as discussion platforms for teaching/learning process).
- MBA and DBA graduates should teach.

Welcome to AlmaU, Kazakhstan!

