

**Innovative Universities Global Webinar**

**Event starts at 5PM CET**  
**Please stand by!**



March 21, 2024

**Welcome to Innovative Universities Global Webinar**

# **Almaty Management University**

March 21, 2024

# Construction of the webinar



**60 min:** 15-min presentation + discussion



**Live:** every second Thu @5PM CET



**Recordings:** available on YouTube + impressions sharing via [#InnovativeUniversities](#)



## Moderators

for the 2023-2024 season:  
Isak Frumin and Dara Melnyk



## The Steering Committee:

Phil Altbach, Jules Coleman,  
Daniel Kontowski, Attila Paustis,  
Jamil Salmi, Po Yang, Maria Yudkevich

# Invited expert



**Asylbek  
Kozhakhmetov**

President of Almaty  
Management University



**EDUCATION FOR THE BETTER FUTURE**

**ASSYLBEK KOZHAKHMETOV, DBA**



**FOUNDER AND PRESIDENT  
ALMATY MANAGEMENT UNIVERSITY (ALMAU)**



## CENTRAL ASIAN REGION



POPULATION: 79 MLN

TOTAL GDP: \$ 326 BLN GDP

GROWTHRATE: 4,1%

UNIVERSITIES: 311

## KAZAKHSTAN

JOINS THE BOLOGNA PROCESS: 2010 GDP:

\$ 191 BLN

GDP ON EDUCATION: 5,47%

↑ including GDP on higher education: 0.47%

NO. OF UNIVERSITIES: 117

STUDENTS: 600 000

STATE UNIS: 70 (45,1% OF STUDENTS)

PRIVATE UNIS: 47 (51,4% OF STUDENTS)

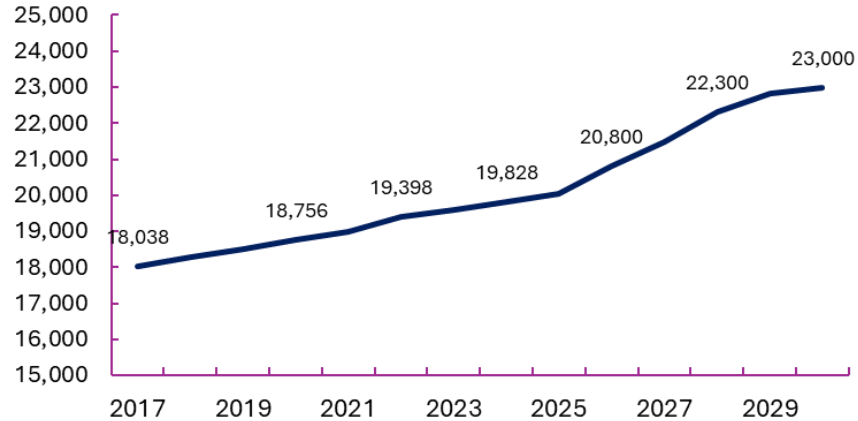
FOREIGN STUDENTS STUDYING IN KZ: 4.8%

(2023)



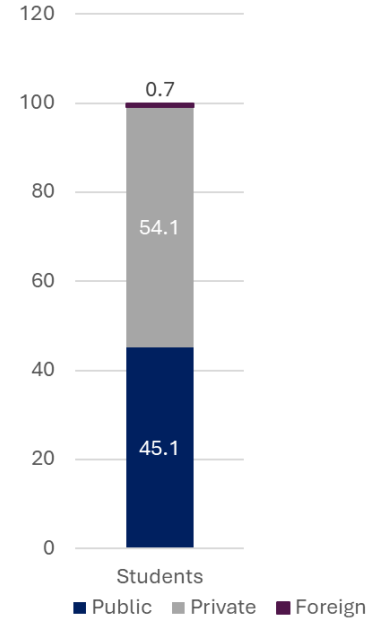
# KAZAKHSTAN CONTEXT

## Total Population, mln




**KAZAKHSTAN'S GROWTH IS TO ACCELERATE IN 2024, BUT RISKS REMAIN 18 YEARS OLD POPULATION GROWTH STAYS FAVORABLE**

## TOTAL STUDENTS BY UNIVERSITY TYPE (2024)





# ALMAU MILESTONES

KEY INDICATORS	1988 - 1995	1996 - 2013	2014 - 2024
 Status	 <b>Almaty School of Management</b>	 <b>International Business Academy</b>	 <b>ALMA</b> ALMATY MANAGEMENT UNIVERSITY
 Number of programs	<b>15+</b> SHORT-TERM	<b>4</b> MBA <b>7</b> BACHELOR'S <b>2</b> DBA <b>6</b> MASTER'S <b>20+</b> SHORT-TERM	<b>6</b> MBA <b>20+</b> BACHELOR'S <b>1</b> DBA <b>8</b> MASTER'S <b>4</b> PHD <b>100+</b> SHORT-TERM
 Number of students	<b>200</b> STUDENTS	<b>2000+</b> <b>70</b> STUDENTS    INTERNATIONAL MOBILITY	<b>5200</b> <b>120+</b> STUDENTS        INTERNATIONAL MOBILITY
 Number of graduates	<b>4 000+</b> GRADUATES	<b>12 000+</b> GRADUATES	<b>17 000+</b> GRADUATES
 Number of faculty, researchers and employees	<b>15</b> PART-TIME	<b>100</b> <b>4</b> <b>100</b> FULL-TIME    FOREIGN EMPLOYEES STAFF	<b>160</b> <b>20</b> <b>250</b> FULL-TIME    FOREIGN EMPLOYEES STAFF
 Infrastructure	<b>30-900</b> sq.m (rent)	<b>900 - 8000</b> sq.m (property)	<b>8000 - 16000</b> sq.m (property)

# ALMAU BOARD OF TRUSTEES



**ANDREW  
BEKLEMISHEV**

VICE PRESIDENT OF INTERNATIONAL  
DATA CORPORATION (IDC)



**YERKIN  
TATISHEV**

CHAIRMAN OF THE BOARD OF  
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FOUNDER AND CHAIRMAN OF THE  
BOARD OF DIRECTORS OF KUSTO  
GROUP



**JANAT  
BERDALINA**

HONORARY MEMBER OF THE  
BOARD OF TRUSTEES OF ALMATY  
MANAGEMENT UNIVERSITY,  
INDEPENDENT DIRECTOR OF THE  
COMPANY OF POLYMETAL



**ASSYLBEK  
KOZHAKHMETOV**

PRESIDENT AND FOUNDER OF  
ALMATY MANAGEMENT UNIVERSITY



**DINARA  
SEJPAROVA**

COUNTRY MANAGER OF THE UN  
GLOBAL COMPACT KAZAKHSTAN



**XIAOBO  
WU**

DEAN OF FACULTY OF SOCIAL  
SCIENCES, DIRECTOR OF NATIONAL  
INSTITUTE FOR INNOVATION  
MANAGEMENT (NIIM), ZHEJIANG  
UNIVERSITY (CHINA)



**TAN CHIN  
TIONG**

EMERITUS PROFESSOR OF  
SINGAPORE MANAGEMENT  
UNIVERSITY (SINGAPORE)



**GULBANU  
PAZYLKHAIR**

CHAIR OF THE BOARD OF THE JSC  
«ALTYN SAMRUK QAZAQSTAN»



**ANDREY  
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ADVISOR TO THE CHAIRMAN OF THE  
BOARD OF ASPARA MUNAI LLP



**ZHAXYBEK  
KULEKEYEV**

ADVISOR TO THE CHAIRMAN OF THE  
BOARD OF JSC NC «KAZMUNAYGAS»,  
CHAIRMAN OF THE BOARD OF  
DIRECTORS OF NJSC EURASIAN  
NATIONAL UNIVERSITY, NA. L.  
GUMIL'YOV



**GULNARA  
KURENKEYEVA**

RECTOR OF ALMAU, PHD  
MEMBER OF THE INTERNATIONAL  
ACCREDITATION COUNCIL OF  
AMBA & BGA  
MEMBER OF THE ASIA-PACIFIC  
ADVISORY COUNCIL FOR GLOBAL  
ACCREDITATION OF AMBA & BGA



**ASSET  
ABDUALIYEV**

FOUNDER AND CEO SILKROAD  
INNOVATION HUB (SAN  
FRANCISCO, USA)



**NINA  
YANYKINA**

MANAGING PARTNER OF THE  
'DELOVOY ALYANS' GROUP OF  
COMPANIES (RUSSIAN FEDERATION)



**R.F. (RICK)  
SHANGRAW**

PRESIDENT OF THE CINTAM  
EDUCATION ALLIANCE (USA)

# GLOBAL RECOGNITION



#24 joint EMBA with GSOM SPbU 2023  
#43 MBA Asia 2024  
#251+ MBA world 2024



## DEVELOPMENT OF STRATEGIC PARTNERSHIPS:



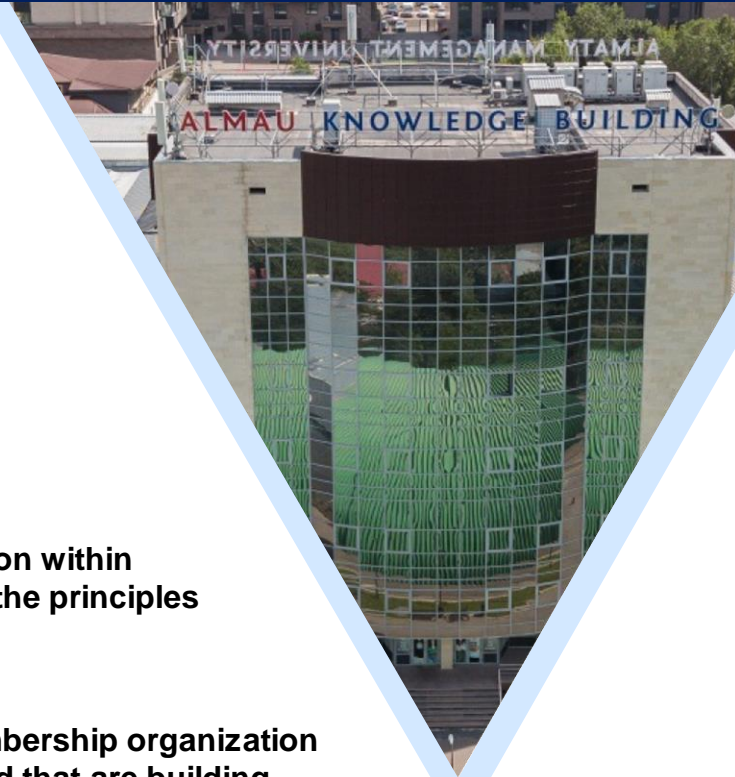
### UN PRME Chapter Eurasia

Management education institutions in the Eurasian region within the framework of the UN Global Compact committed to the principles of responsible management education



### Babson Collaborative

Global entrepreneurship education membership organization connecting universities around the world that are building and expanding their entrepreneurship ecosystems



# ALMAU GRADUATE SCHOOL OF BUSINESS

REGIONAL BUSINESS EDUCATION DRIVER

30% market share among MBA programs in the CIS

The largest cohort of MBA in the CIS

Exclusive strategic partnerships



POSTGRADUATE STUDENTS:

~1000 MBA

~90 DBA

6000+ GRADUATES

**27 YEARS** HISTORY OF THE BEST MBA PROGRAMS IN CENTRAL ASIA

**18 YEARS** OF SUCCESSFUL DBA PROGRAM IMPLEMENTATION



# GLOBAL EMBA

## AMC

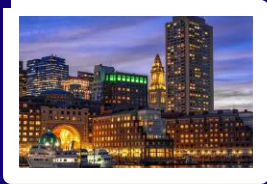
Antwerp Management School



Graduate School of Business



Massachusetts Institute of Technology



THE AMERICAN UNIVERSITY IN CAIRO  
الجامعة الأمريكية بالقاهرة



SMU  
SINGAPORE MANAGEMENT UNIVERSITY



# THIRD MISSION



«ULY BALQASH SHAQYRADY!»  
an iced Balkash Lake crossing



”SUPPORT FOR RURAL SCHOOLS” PROJECT  
an advancement of rural area teachers

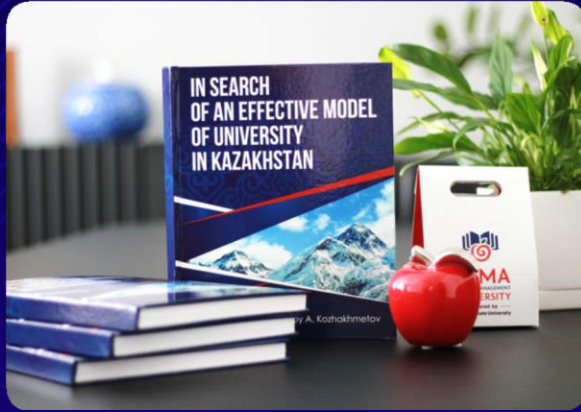


«SYR QORGANY – SEKSEYİL»  
an ecological saxaul-planting campaign to  
retain the dried-up soil of the seabed



MULTIDISCIPLINARY COLLEGE “ZEYNEP”  
the foundation of the college in rural area in the  
North Kazakhstan

# KAZAKH ENLIGHTENMENT THOUGHT



## “IN SEARCH OF AN EFFECTIVE MODEL OF UNIVERSITY IN KAZAKHSTAN”

12 units from 7 cities in Kazakhstan, 45 researchers, 11 chapters, 18 Kazakhstani and international cases



## “BREAKTHROUGH IDEAS OF ALASH FIGURES” BOOK

12 authors of the past were repressed in the 30s of the XX century



“GREAT MINDS THINK ALIKE”

IDEAS OF LAO TZU, A BOOK ON THE CHINESE-TURKIC WORLDS' IDEAS  
(in process)





**STEPHEN R. COVEY**

**THE 7 HABITS OF HIGHLY EFFECTIVE  
PEOPLE, 1989**

**MENTAL  
INTELLIGENCE (IQ)**

**EMOTIONAL  
INTELLIGENCE (EQ)**

**PHYSICAL  
INTELLIGENCE (PQ)**

**SPIRITUAL  
INTELLIGENCE (SQ)**



**MAGZHAN ZHUMABAYEV**

**PEDAGOGY, 1922**

**AKYL TARBIESI  
(INTELLECTUAL EDUCATION)**

**SULULYK TARBIESI  
(EMOTIONAL EDUCATION)**

**DENE TARBIESI  
(PHYSICAL EDUCATION)**

**ADEP-KULYK, ZHAN TARBIESI  
(SPIRITUAL EDUCATION)**



# INNOVATION

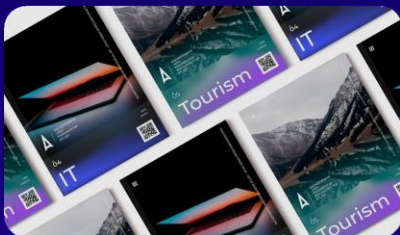
**OPEN LIBRARY**  
(7 days a week)



**SILVER UNIVERSITY**  
(for all ages)



**QAYNAR BULAQ**  
(for community)



**ATLAS OF NEW PROFESSIONS  
AND COMPETENCIES**  
(research for the Almaty city)



**ECOSYSTEM ERG PROJECT**  
(5 regions, 4000 students,  
600 faculty)



**RECTORS CLUB: CENTRAL ASIA +**  
(5 CA countries, 25 rectors  
from 7 countries)

# TOLYQ ADAM - TRANSFORMING MINDS, SHAPING FUTURE

a unique program for first-year students

- CRITICAL THINKING, CREATIVE WRITING
- WORLD & I
- GREAT BOOKS: HOMO SAPIENS, ART AND LITERATURE
- PHILOSOPHICAL DIALOGUE
- BIOHACKING
- SERVICE LEARNING
- LIFE DESIGN

## INNOVATION



**STUDIO 33**

a real-time 3D creation tool and production studio



**NEUROMARKETING**

the first Neuromarketing and Neuromanagement laboratory in Kazakhstan



**ABAI QUNANBAIULY (1845 – 1904)**  
**KAZAKH POET, COMPOSER, PHILOSOPHER**

**Tolyq Adam (holistic person) philosophy of Abai comes from human nature. Strengthening the harmony of mind, body and soul to form a holistic personality.**

# WELCOME TO ALMATY!



**AlmaU**

ONE UNIVERSITY  
ONE COMMUNITY

ONE BETTER FUTURE



[almau.edu.kz](http://almau.edu.kz)

[info@almau.edu.kz](mailto:info@almau.edu.kz)

[global@almau.edu.kz](mailto:global@almau.edu.kz)

[facebook.com/almau.edu](https://facebook.com/almau.edu)

THE FIRST HUMAN FLIGHT TO SPACE WAS LAUNCHED  
FROM BAIKONUR COSMODROME (KAZAKHSTAN)

ON 12 APRIL 1961

[linkedin.com/school/almau](https://linkedin.com/school/almau)

Phone: +7 727 313 30 40

227 Rozybakiyev str., Almaty, 050060, Kazakhstan



# Panel Discussion

Save the date:

**Thursday,  
April 4, 5PM CET**

**The University of Campinas:  
social inclusion at a research-  
intensive Brazilian university**

**Stay tuned for  
the upcoming webinar!**



**Prof. Dr. Marcelo  
Knobel**

Professor of Physics,  
University of Campinas

**Have a great evening  
and follow us with  
[#InnovativeUniversities](#)**