

Session #3:

The Journey to Building a Successful Business School

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AMBA&BGA IAAB Board Member

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BUSINESS GRADUATES
ASSOCIATION



ALMA
ALMATY MANAGEMENT
UNIVERSITY
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Arizona State University



Area	4,003,451 km ² (1,545,741 sq mi)
Population	75 897 577 (2021)

CHALLENGES

- student population growth
- low visibility on the global arena

OPPORTUNITIES

- **Central Asia +**
- Cooperation & Collaboration

AlmaU today's

9 Schools, 20 Centers & Labs

 2014–2023+
AlmaU Management University

 1996–2013
International Academy of Business

 1988–1995
AlmaU School of Management



The diagram shows two vertical stacks of degree levels. The left stack includes Foundation, Bachelor, Master, and PhD. The right stack includes 40 PROGRAMMES, MBA, EMBA, and DBA.

- Graduate School of Business
- School of Management
- School of Hospitality and Tourism
- School of Economics and Finance
- School of Digital Technologies
- School of Politics and Law
- AlmaU Sharmanov School of Health Sciences
- Media and Film School
- School of Entrepreneurship & Innovation
- Language Center
- Creative Industries Center
- Urban Center
- Sport Management Center
- Institute for Education Development
- Neuromarketing Lab
- SDG Center
- Technology Commercialization Center

40+ EXCHANGE PROGRAMMES

38 COUNTRIES

140+ GLOBAL PARTNERS

31 DOUBLE DEGREES

5000+ Students

15000+ Alumni

350+ Partner Companies

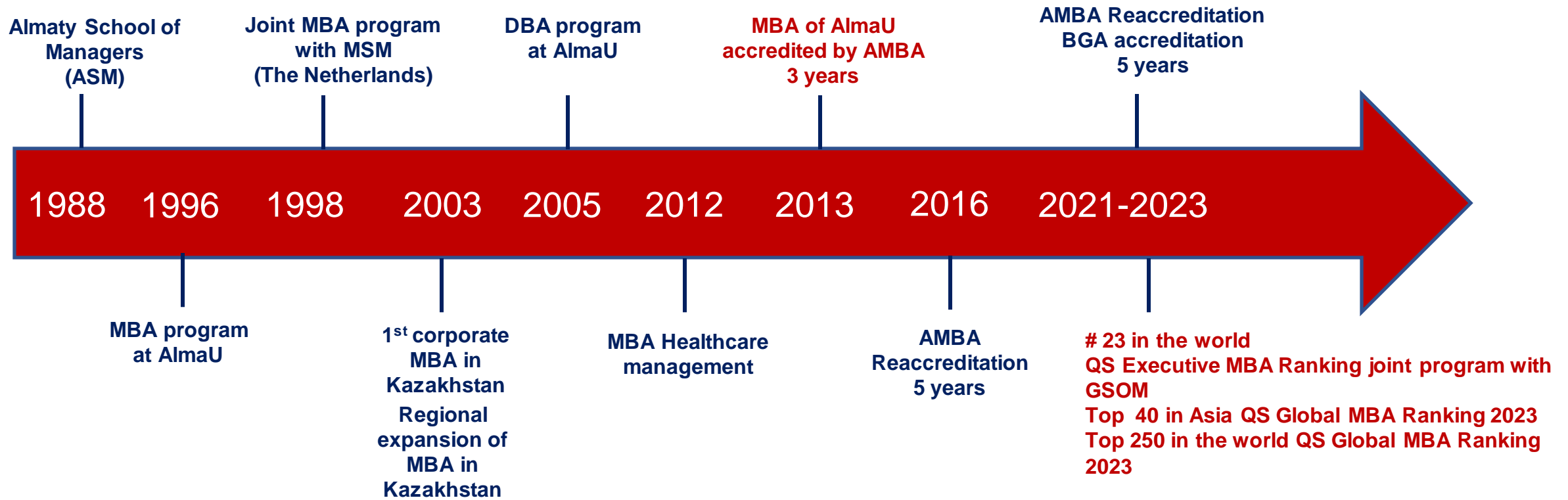
1000+ MBA students (largest cohort in CIS)

30+ Associations

200+ Faculty
250+ Staff

AlmaU is a globally recognized comprehensive university with a broad development profile for people aspiring to the sustainable development of society

AlmaU: historical milestones of MBA



GSB Programme Recognition





GRADUATE SCHOOL OF BUSINESS



Largest student cohort among MBA programmes in Kazakhstan

Diverse portfolio:

- General MBA
- Corporate programmes,
- EMBA
- MBA in Healthcare Management
- MBA in Financial Risk Management/
Financial Engineering

Expansion to CA: Uzbekistan, Tajikistan

MBA, DBA Departments and the Center for Consulting and Management development (now AlmaU Extension)



SCHOOL OF TOURISM AND HOSPITALITY



Largest student cohort among 9 AlmaU Schools

Programme portfolio:

- Tourism
- Restaurant and Hotel Business,
- double degrees (Spain, France, Switzerland [QS Top-10 by Subject])

#1st Hospitality School in Kazakhstan with the leading programme on the national market

Dual studies and innovative curriculum.
50% of students are awarded state grants

- **Leadership:** management team, responsibility of leading business school in CA
- **Faculty:** 50+ faculty, <90% are practitioners, strong selection procedures for Faculty.
- **Academic Development:** curriculum design, new courses for business.
- **Team spirit and synergy:** project Business Lifehacks
- **Impact and Engagement:** social projects: scholarship UNlimited possibilities, Great Balqash Lake is calling - environmental campaign to raise awareness



BMDA Award for Significant Impact in the Development of Management and Business Education (2021)



AMBA & BGA Excellence Awards 2022
MBA graduate Zahira Begalieva was awarded with silver at the MBA Leadership

Support for Business in Pandemic



- ❖ **Business Lifehacks** – series of workshops by the leading GSB faculty and experts designed to support business and GSB Community members in pandemic. The main topics of the open sessions are corporate management, marketing and sales, finance and investments, HR, personal development and career planning. **2020 – 43 webinars, 2021 – 9 webinars (streaming and landing in YouTube channel); auditorium - 7000+**
- ❖ **Science Lifehacks** – extra master-classes and consultations for MBA and DBA students aimed to support students in thesis design and research development
- ❖ **Free online consultations** (individual and small-group) by the GSB faculty and experts in business and management related spheres are run as open talks and discussions, case study and business solutions applicable for industry needs and professional activity.
- ❖ **AlmaU MasterMind Session** is a platform for experience exchange among GSB learners and graduates run in live streaming format: 4 sessions were during lock down in pandemic; also available via YouTube



CEEMAN Champion Awards

- Leader of the School of the Year (2021)

Benefits of International Accreditations



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Accreditation Standards
as DNA of Business
Schools



External International Expertise
stimulating growth and
development



Networking Opportunities
and Partnerships



Upgrade of Partnership
Strategy via rethinking of
collaboration priorities



Introduction and Integration of
the Continuous Improvement
Model



Improvement of Corporate
Governance of Business Schools

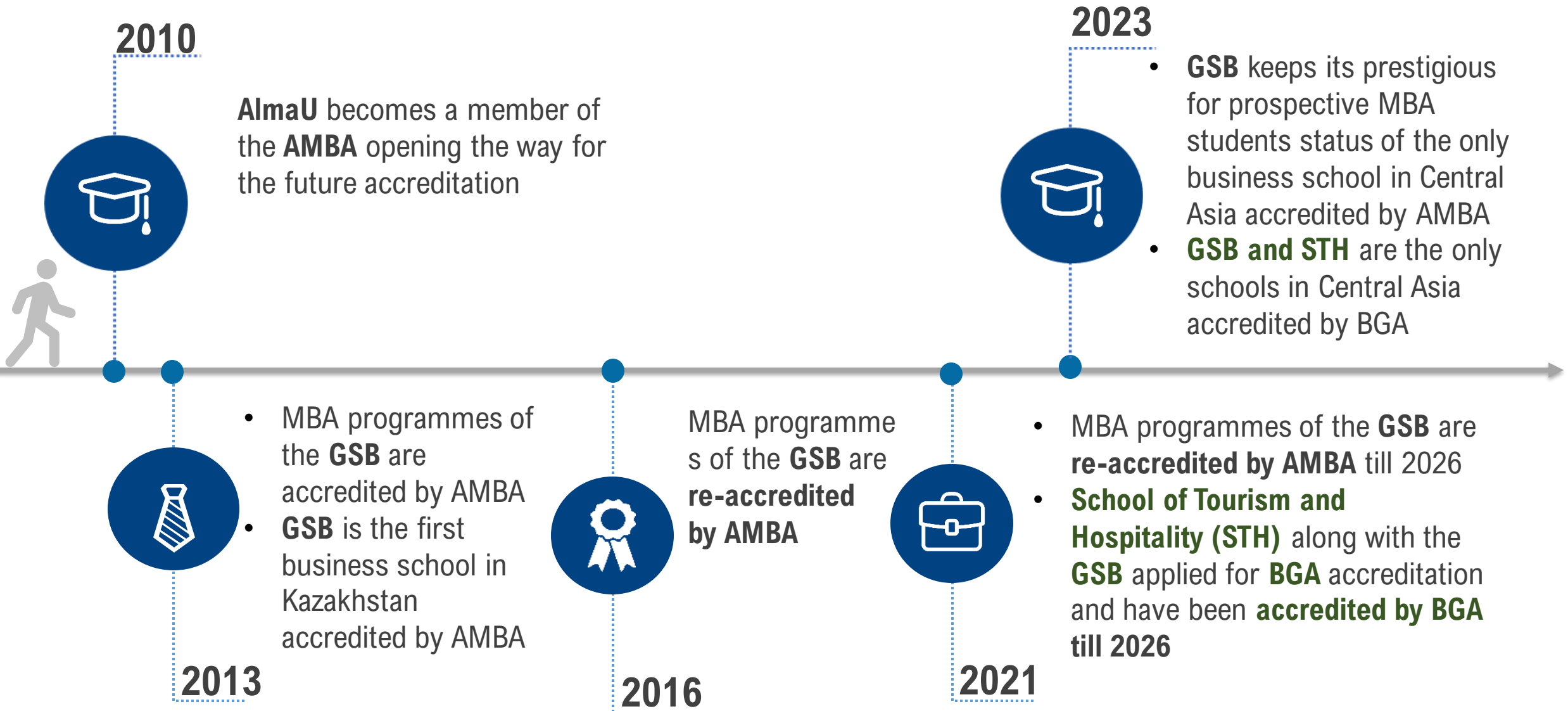


Recognition, Reputation and
Positioning



Benchmarking

AMBA&BGA journey





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