



# Developing Joint degrees: models, issues and best practices

## AlmaU Case

**Daniya Asanova**

Vice Rector for Research and Strategic Development  
d.asanova@almau.edu.kz

# About Kazakhstan

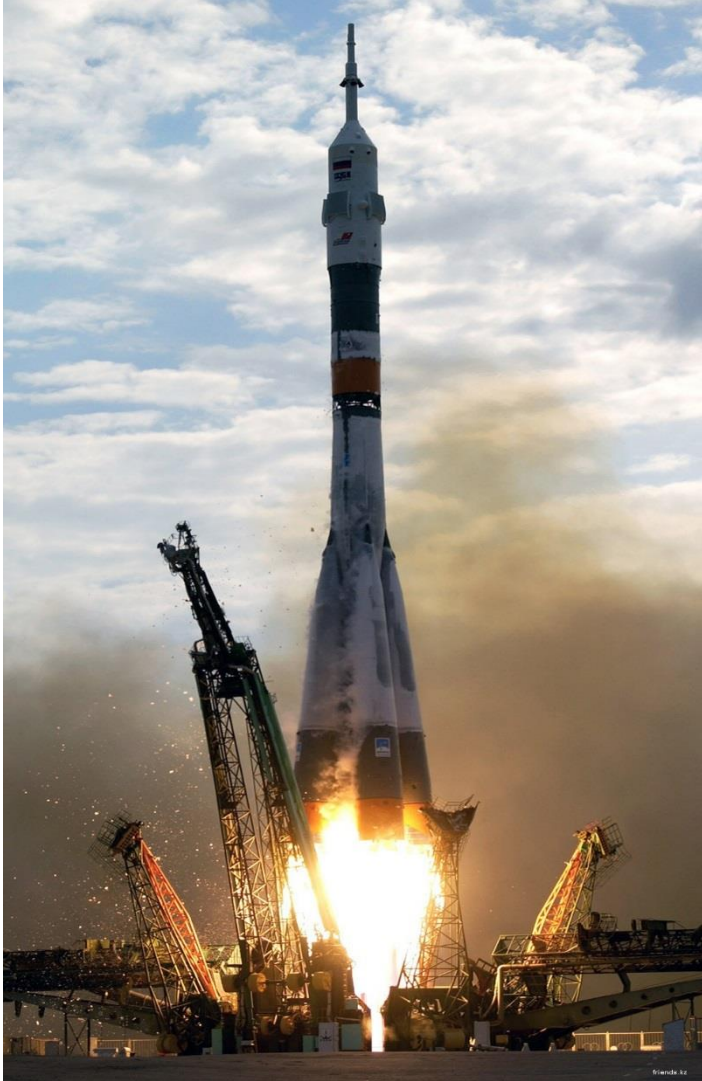


The interests of Kazakhstan are aimed at integration into the world community and strengthening the global dialogue, thus creating the platform for cooperation between Europe and Asia.

It is the history of the Silk Road and the meeting point of two worlds, the East and the West.

Nowadays Kazakhstan is the center for fusion of cultures and diversity of nationalities and religions.

# About Kazakhstan



- 9th largest country in the world (2 mln. square kilometers)
- Population – 17.5 mln. inhabitants (more than 100 nationalities)
- State languages are Kazakh and Russian
- Landscapes countries include a unique combination of desert, steppe, wild forests, clean rivers and lakes, and mountains up to 7,000 meters.
- Baikonur is the world's first and largest operational cosmodrome

# About Almaty



- The cultural, educational, financial and economic center of Kazakhstan (
  - 48 universities
  - 34 banks
  - 50 theaters and cinemas
- the name comes from the Kazakh word for apple, translating as 'Father of Apples'.
- is located at the foot of the Tien Shan Mountains
- the highest point of the town called Kok-Tobe ("Blue Mountain"), located at an altitude of 1,130 meters above the sea level.



# Almaty Management University









# ALMATY MANAGEMENT UNIVERSITY

2014

**NEW NAME  
NEW STATUS  
SAME VALUES**

1996



1988







The Almaty School of Management (ASM) was founded.

A partnership agreement was signed with the Maastricht School of Management (The Netherlands) and first elaboration for the General and Strategic management MBA programs was done.

State attestation passed, and a perpetual education license acquired.

The MBA program, with focus on Financial specialty opened in cooperation with the Financial Academy at the Government of the Russian Federation

The first DBA program was jointly launched with the Academy of National Economy under the Russian Federation Government.

IAB representative office opened in West Kazakhstan.

IAB won the Ministry of Culture of the RK contest "Contribution into the civil community in Kazakhstan" nominated for «Best Company».

IAB MBA programs received the international accreditation by AMBA\* (Association of MBA's, UK, London) and enters the company of the 200 best business schools in the world

IAB acquired the status of university

The American International organization "People to People International - PTPI" gave IAB an honorary Torch of Birmingham award for successful commercial survival and development in the conditions of an emerging market.

First elaboration for the Master of Professional management program in joint with the Higher School of Management HEC (Paris, France)

IAB representative office opened in Astana.

IAB was named the best business school in Kazakhstan in 2008 in accordance with EDUNIVERSAL Ranking. Since then, IAB retains this highest title every year.

International accreditation acquired (European international accreditation in education by the CEEMAN International association of management development).

The IAB has become the first privately own school technically capable of accepting physically disabled students and attendees

ISO 9001-2008 certificate acquired

Almaty Management University Strategy for 2015-2020 has been designed

1988 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2009 2010 2011 2012 2013 2014 2015

The Almaty School of Management was reorganized into the International Academy of Business

The IAB Managers Institution was created, further transformed into the Center of Management Development.

Bachelor's programs in seven specialties started.

IAB became the first among business schools in Kazakhstan («National Business» magazine).

CAMEQ mark of quality acquired - First in Kazakhstan business school that has successfully passed the international institutional accreditation

National accreditation by the Ministry of Education of the Republic of Kazakhstan was acquired.

IAB received a "Perfect" public quality seal from National Consumers' League.

IAB won the contest among Kazakhstani employers Senim-2011, in the nomination "Best employer in both capitals".

IAB became the second among privately owned universities in terms of "price-quality" ratio (Rating.kz)

IAB entered the top-300 best business schools of the world, by getting four palms in the ranking EDUNIVERSAL.

The first elaboration of the MBA program.

The first MPA program and MBA module in Marketing and PR opened

Distance MBA was launched.

The Academy founded a social project entitled "Support of Village Schools by Kazakhstan's Universities".

The Magna Charta Universitatum was signed, confirming that IAB is ready to follow the principles of European universities.

15 professors from ASM took part in the TACIS 9-month training in Europe. This has become the base for opening a Kazakhstani MBA program next year.



Participants of TACIS Program Europe-CIS from Central Asia, 1995.



Management expert Ichak Adizes runs a seminar in the IAB, 2008







❑ 14 Bachelor programs



❑ 7 Master programs  
❑ 11 MBA programs



❑ 4 PhD programs  
❑ DBA

4000 students;  
170 faculty;  
240 staff members

### Languages of study

- English
- Kazakh
- Russian

## New Schools (3+3+6=12)

Graduate School of Business

School of Public Policy (2013)

School of Law (2014)

School of Finance and Management  
(2015)

School of Economics and Hospitality  
(2015)

Foundation  
(2015)

School of Information Systems and  
Engineering (2016)  
/ in cooperation with French  
association "n+i"

School of Public Health (2016)

School of Hospitality and Tourism  
(2017)

School of Education (2017)

School of Supply Chain (2018)

School of Art and Media  
Management (2018)

# Rankings and accreditations

	Name	2012	2013	2014	2015
accreditations	National, state	MES RK <sup>1</sup>		IKAQAE (Independent Kazakhstan Quality Assurance Agency for Education)	
	International and global	CEEMAN (IQA)-2010	AMBA		Eligibility for EPAS received from EFMD <sup>2</sup>
Rankings	Eduniversal (best business school)	ТОП-400 3 palms	ТОП-300 4 palms	ТОП-300 4 palms	
	Eduniversal international ranking agency, headquartered in Paris (best programmes)	TOP-200 MBA and EMBA in world	№4 EMBA in the CA <sup>4</sup> №7 MBA in the CA <sup>4</sup>	№2 Masters in Economics and Business in the CA <sup>3/4</sup> №4 MBA Finance in the CA <sup>4</sup> №5 MBA in the CA <sup>4</sup> №6 EMBA in the CA <sup>4</sup>	
	IKAQAE top humanitarian and economic universities of Kazakhstan	7th place	6th place	3rd place	5th place
	IKAQAE Education programmes ranking		№1 «Management» (Graduate) №2 «Management» (Undergraduate) №2 «Marketing» (Undergraduate)		№1 «Management» (Graduate) №3 «Finance» (Undergraduate)
	IAAR The best educational programs			№1 «Finance» (Undergraduate) №1 «Marketing» (Undergraduate) №4 «Management» (Undergraduate) №1 «Management» (Graduate)	№3 «Public relations» (Undergraduate) №6 «Finance» (Undergraduate)
	City administration of Almaty, HEI of RK ranking (among employers, students and university staff) <sup>5</sup>		TOP-10 (RK)	TOP-3 (Almaty)	

<sup>1</sup> accreditation as a subject of scientific activity

<sup>2</sup> EPAS working group members participated in EFMD conferences in the many counties

<sup>3</sup> all Masters programmes

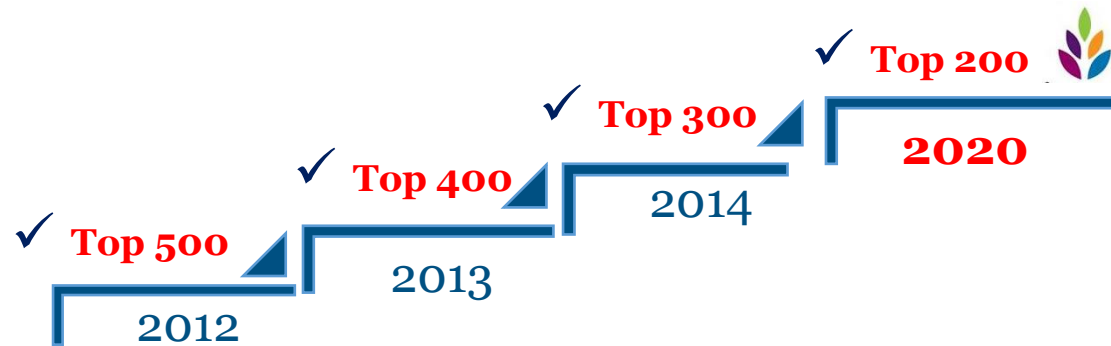
<sup>4</sup> Eduniversal: Central Asia – Asian part of the RF, CA, India, Pakistan

<sup>5</sup> High competence of graduates' survey companies-employers of Almaty





- **№1** in Kazakhstan and Central Asia

## Alma University among 1000 Best Business Schools of the world



Voting among Deans  
(out of 1000 on the list of selection)

Each Dean out of 1000 votes for other educational institutions

	Rankings & Ratings eduniversal Central Asia: Kazakhstan	Vote					
		2014		2013		2012	
	<b>4 Palmes Excellence – Top Business School</b> ❖ Alma Management University	1 <sup>st</sup>	160%	1 <sup>st</sup>	95%	1 <sup>st</sup>	112%
	<b>2 Palmes Excellence – Top Business School</b> ❖ KIMEP University Bang Colege of Business	1 <sup>st</sup>	32%	1 <sup>st</sup>	40%	1 <sup>st</sup>	38%



## **VISION**

**Almaty Management University  
is an entrepreneurial, socially responsible  
world-class university**

## **MISSION**

**We prepare a new generation of leaders  
and generate new knowledge  
for dynamic societies  
and the global innovation economy**

# STRATEGIC GOALS

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- To be in top-200 world business universities
- To be in top-100 entrepreneurial universities of the world
- To be in top-100 universities in knowledge management
- To be the University with accreditation by "Triple Crown"





## Alma University Dual degree programmes

No	Partners in double degree programmes	Agreement date	Programme	Partnership conditions
1	Maastricht School of Management, Netherlands	1998	MBA	Course duration: 2 years + 1 module in Netherlands
2	Sheffield Hallam University, United Kingdom	2012	MBA	Course duration: 2 years + 1 module abroad
3	Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation	2012	MBA	Course duration: 2 years +1 module abroad
4	Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation	2012	DBA	Course duration: 3 years +1 module abroad
5	ESC Rennes School of Business, France	2015	DBA	Course duration: Global DBA
6	IESEG School of Management, France	2012	bachelor	Course duration: 1 year
7	Geneva Business School, Switzerland	2012	bachelor	Course duration: 1 year
8	Solbridge International School of Business, South Korea	2011	bachelor	Course duration: 1,5-2 year
9	Girne American University, North Cyprus	2008	bachelor	Course duration: 1 year



**Graduate  
School of  
Business**



## Joint MBA MSM & ALMU

**Specification:** General and Strategic Management

**Format:** Number of modules – 7

Modular frequency - once every three months

Duration of each module – 2 weeks (12-14 days)

Study time: From 14:00 till 21:40

Outreach module provided in the Netherlands (two weeks)

**Duration:** Total programme duration - 2 years

**Study Language:** English



### Profile:

- **Specialists and managers with fluent English, aimed at an international career**
- **Middle and top-level executives of Kazakh and international companies**
- **Business owners who want to gain a foothold in international markets**

### Advantages:

- High-quality time-tested education (more than 2000 graduates)
- Programme adapted to the Kazakhstan market conditions
- Compliance with the state educational standards (state diploma award)
- Training based on modern methods of management training
- Expansion of business relationships and connections
- Programme flexibility Focus on personal growth of students
- Special team spirit and traditions

### Programme content:

- Macro- and Microeconomics
- Financial Accounting
- Managerial Accounting
- Research Methods and Business Statistics
- Economics for Managers
- Financial Management
- International Business
- International Market Finance
- Cross Cultural Management
- Marketing in a Global Context
- Global Supply Chain Management
- Leadership, Changes and Responsibility
- Innovations and Entrepreneurship
- Global Corporate Strategies
- Command and Control Systems
- Marketing Services
- Consultancy Processes
- Strategic Implementation Management

### Diplomas:

- **Diploma of the Maastricht School of Management, awarding the Master of Business Administration (MBA) academic degree**
- **Kazakhstan State Diploma awarding the Master of Business Administration (MBA) academic degree**
- **MBA diploma of ALMA University**
- **Personal certificate from AMBA**



**Joint  
MBA MSM & ALMU**





# Joint MBA MSM and AlmaU

## Curriculum of the program

- Training at one of the oldest management school in Europe
- Opportunity to take extra curricular business trainings
- Comfortable form of study
- Getting internationally recognized diploma
- Opportunity to get prestigious education while being “in-job”
- Acceptable price compared to European analogues
- Opportunity to raise your value on the labor market
- Acquiring both practical and theoretical skills
- Individual approach to each program participant

## Number of students obtained double degree

210 students





# Joint MBA MSM and AlmaU

## **MSM holds four prestigious accreditations from:**

- The Association of MBA's (AMBA)
- Association of Collegiate Business School and Programmes (ACBSP)
- International Assembly for Collegiate Business Education (IACBE)
- Dutch Ministry of Education, Culture and Science (NVAO)

## **AlmaU holds accreditations from:**

- The Association of MBA's (AMBA)
- The Central and East European Management Development Association (IQA CEEMAN)



# Joint MBA MSM and AlmaU

## Structure of the program

- Research Methods & Business Statistics
- Financial accounting
- Managerial economics
- Managerial accounting
- Financial management
- Managing Cultural Diversity
- Global corporate strategy
- Global supply chain management
- Marketing in a global context
- Finance in International Markets
- Leading Changes in Multinationals
- Business in Global Arena
- Innovations and New Business Ventures
- Business planning
- Strategic marketing
- Projects management





# Joint MBA MSM and AlmaU

## MASTER THESES DEFENSE AND PREPARATION

The final project represents document, which contains the analysis substantiation of development of business (as a whole or as solution of specific problem) of the companies, working in Kazakhstan market. The project should have characteristics of implementable research. The project is prepared in English.

## Admission requirements

- Higher education
- Managerial work experience of not less than 2 years
- Good knowledge of English language (testing)

## Graduation certificate

- The diploma of the Maastricht School of Management (Netherlands) awarding the international degree of Master of Business Administration – MBA.
- The diploma of Republic of Kazakhstan awarding the state degree of Master.

## Admission procedure

- Comprehensive test for knowledge of English language
- The test in management
- Interview





**ALMA**  
ALMATY MANAGEMENT  
**UNIVERSITY**

**THANK YOU!**