

# Panel Session: • The start-up model as a key element for programmes

A. Kozhakhmetov, DBA  
10/11/2017

# Digital Era we live in.

- We live in NET century
- Digital-Native and Generation NET Children
- Active requests from children and parents
- School and university are not the only source of knowledge
- School is the source of social and responsible leadership
- Textbook is not the source of updated knowledge
- Grandparents and mentors are source of wisdom



# Digital skills for digital education



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY



World Economic Forum

# The Change of Value Orientations that Organizations Expect From Employees

Before	Save	Develop
Bureaucracy Hierarchy Rivalry/Competition Aspiration to reach the status	Respect Customer Orientation Continuous improvement Efficiency	Loyalty Willingness to cooperate Trust and openness Employee-centered



MIT Technology Review

# New Trends of Creating New Organization

SBERBANK

	Traditional organizations	New organizations
Aim	Business Reliability and Effectiveness	Customer-focused and flexibility
Approach to management	Systemic planning and execution of current model of effectiveness	New model of Effectiveness: focus on client and personnel management
Leader's role	Functions of the hired manager: control-based management and reporting to the beneficiary	Owning a business principle: Entrepreneurial abilities and full engagement of a leader
Processes and culture	Bureaucracy and long time2market and time2decision The culture of failure success Low level of cross-functional interaction	Quick adaptability and communications and low time2market and time2decision Delegation and deliberate risk Proven horizontal connections
Scope of Responsibility	Corporate Social Responsibility Charity as one-off act of doing good	Creating, sharing and sustaining social values Social Entrepreneurship as a form/process of doing good



# Entrepreneurial University aims at

Increasing number of  
SME and technology  
commercialization

Foster entrepreneurial  
mindset and creating  
new values for  
Kazakhstan



# AlmaU – educational cluster for dynamic societies

## STRATEGIC DIRECTIONS 2025

### Information and communication technologies

- Big Data
- Computer Engineering
- Communication Engineering
- Computer Science
- Computer and Networks Security
- E-commerce

### Industrial Design

- Urban Design
- SMART City
- Design Thinking

### Green Technologies

- Clean energy (biomass, wind / water / geothermal, etc.)
- Clean air (cleaning and monitoring technologies, etc.)
- Biotechnology in agriculture
- Conservation of water, cleaning and management
- Recycling



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY

### High Tech Technologies

- Engineering Management
- Science, Engineering and Technologies in Public Health
- FinTech
- EdTech

### Labor productivity and quality

- Kaizen
- Lean Manufacturing
- Blue Ocean Strategy
- TQM

### Sustainable territorial development

- Environment
- Modelling of urban ecosystems

### Knowledge Management

- Knowledge Economy

## AlmaU develops in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
- 6. Emotional Intelligence**
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
- 10. Cognitive Flexibility**



## What has Future prepared to the graduates?

- 186 new professions by 2030
- Creative thinking
- Multi-lingual, multi-cultural
- Project management
- Programming, robotics
- Artificial intelligence

MIT Technology Review





# Life design AlmaU

spirituality, philosophy,  
eco-system of life, the  
family is integrated  
through education

- service learning, training courses for the development of spirituality and overcome existential crises

leadership, teamwork,  
stress, time management,  
ability to work in multitask  
mode

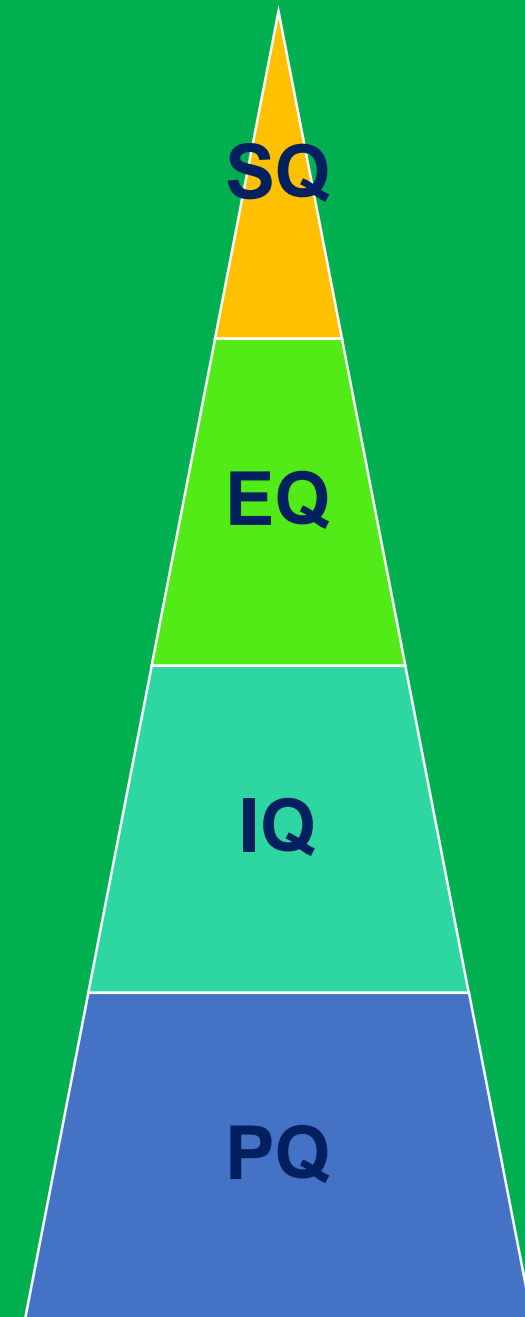
- leadership courses from experts
- (Members of the Board of Trustees, experts), project works

professional knowledge,  
research, innovation,  
entrepreneurial thinking

- excellence programmes, courses, workshops, competitions, conferences, publications, TED-formats

concept of healthy  
lifestyle, reproductive  
health, healthy eating

- AlmaU mountain club, Spot&Art Zone, yoga, dance, drama, painting studio, education of future mothers, healthy eating programme



# AlmaU Knowledge Building

## Creative Zone



- Work on projects
- Brainstorming
- Meetings of student clubs

## Art Zone



- Theater
- Art
- Yoga
- Dancing

## Simulation Room



- Mediation
- Resolution of disputes and conflicts
- Focus groups
- In-depth interview

# AlmaU Knowledge Building

- Counteraction to cyberterrorism
- Red zone - the attacker - hacker
- Blue zone - protector
- Green zone - observer

Cyber-Polygon  
"InzhEcon"



- Continual improvement
- Center for increasing labor productivity and quality of production

Kaizen Center



- Modern neuroscientific approaches and technologies
- Measure activity in the brain to gain insight into the emotional and mental processes that govern decision making

Neuro-marketing  
laboratory





# AlmaU Knowledge Building

## Design Lab



- Design thinking
- Prototyping
- Modeling

## MediaLab



- Center for Multimedia Journalism
- content creation
- work in social networks
- rules for creating and maintaining your own brand

## Oratory Workshop



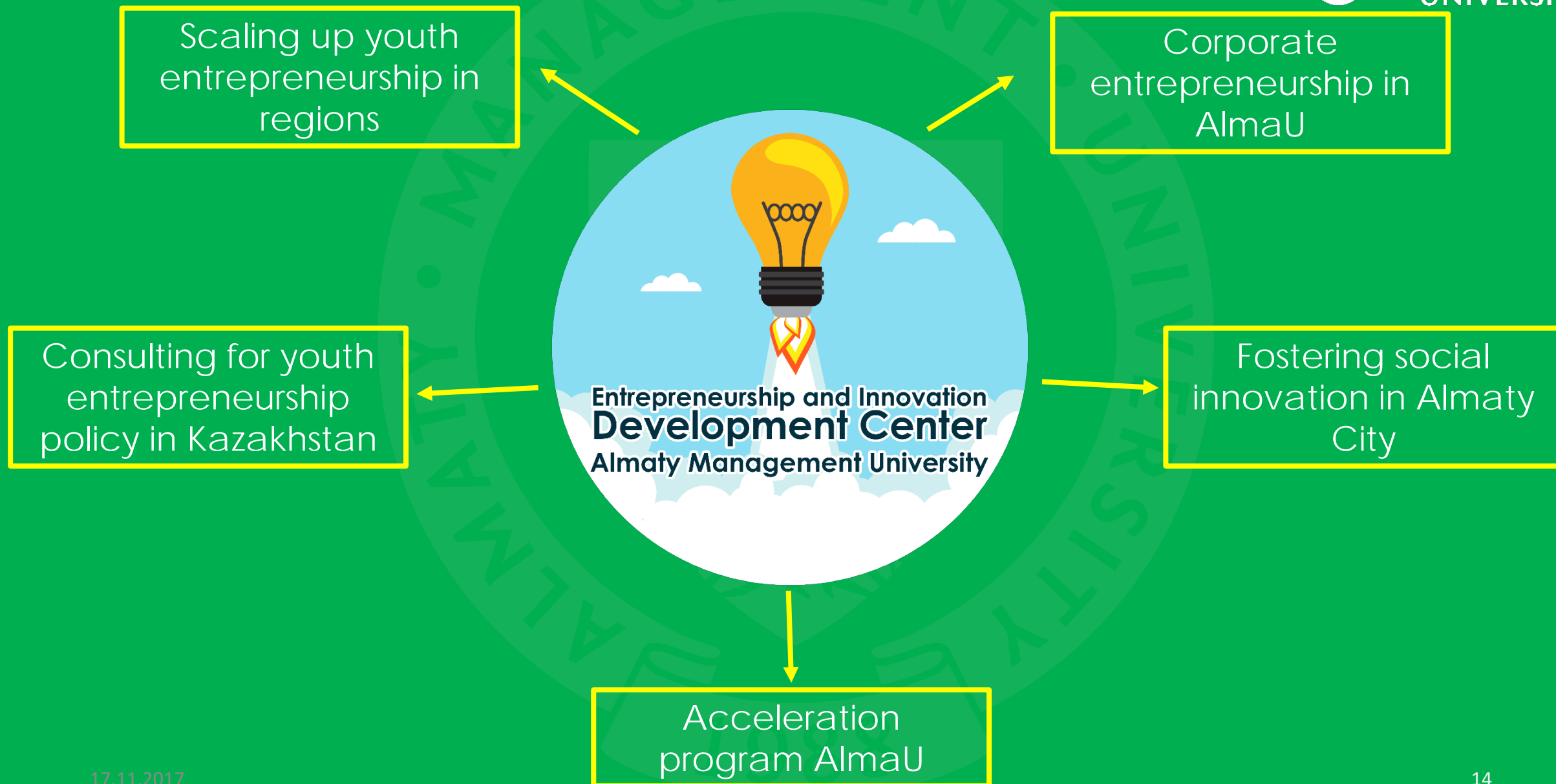
- Technology of public speaking
- Presentation

The Quadruple Helix Model (Carayannis & Campbell, 2009) requires entrepreneurial universities to have an impact to the economy and society



**ALMA**  
ALMATY MANAGEMENT  
UNIVERSITY







# Partnership for the benefit of society

«Man of worth won't follow others' path. Assessing the affairs of the world, a noble man neither rejects nor disapproves, but measures all with justice»

**Confucius, Chinese philosopher, enlightener**

implementation of the «Win-Win-Win» principle,  
according to which

any mutually beneficial cooperation

between the two sides (Win-Win)

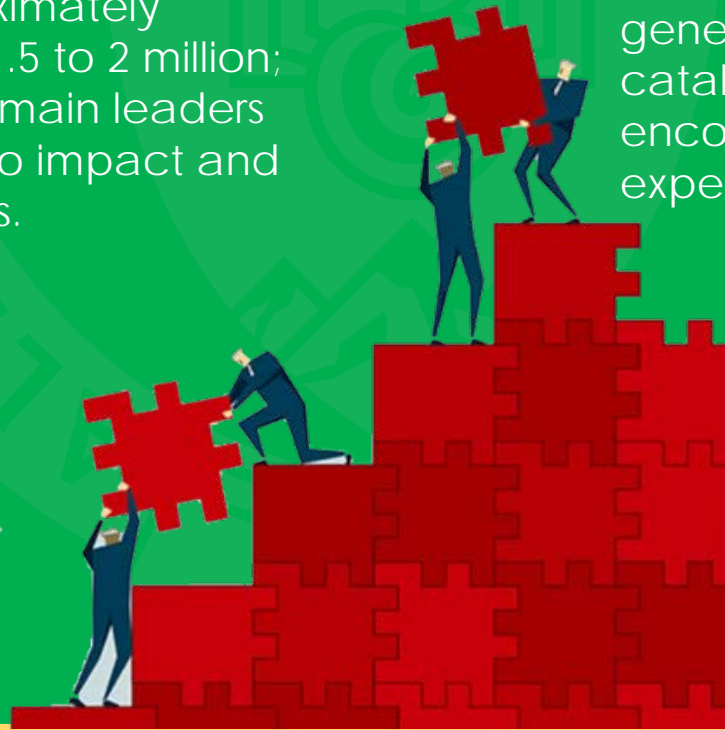
should benefit also

the third party - the society (Win).

**WIN  
WIN  
WIN**

# Principles of Scale-up Ecosystems

- **Maximize "re-use" of project elements:** Governance structures, project team organization, Scalerator program design and content, stakeholder alignment and other elements can be re-used with appropriate, but often minimal, modification in different regions
- **Identify a region with a moderately dense population:** hypothesized to be approximately between a few hundred thousand to 1.5 to 2 million; small enough to enable ecosystem domain leaders to meet face-to-face and to be able to impact and hold responsibility for project outcomes.
- **Identify and engage influencers** in each of the six entrepreneurship ecosystem domains to secure their alignment with project objects.
- **Secure funding from a cross-section of local funders.** Although time-consuming, the process of securing local funding serves to galvanize a broad cross-section of stakeholders to support EE projects.
- **Generate "quick wins" by focusing on firms with existing revenue base.** Showing the ability of firms to have significant growth within a few months generates rapid demonstration effects that catalyze stakeholder commitment and encourage elevates the activities, aspirations and expectations of other ecosystems members.



Daniel Isenberg. Babson college.

# Skills to Scale up

Leadership



Creativity



Fundraising



Crisis Management



IT excellence



AlmaU invites you to the  
Annual Forum in Almaty  
(May, 2018)



**Entrepreneurship  
Education  
in Rising Societies**



Біз жаһандық инновация  
экономика мен қарқын  
даму үстіндегі  
заманауи білім ұсынғы  
көшбасшылар  
буынын дамытамыз



Thank you!