

A group of six diverse young adults (three boys and three girls) are smiling and hugging each other in a circle, suggesting a sense of community and friendship. They are outdoors, with a modern building and glass windows visible in the background.

AL MA U

ONE UNIVERSITY
ONE COMMUNITY

ONE UNIVERSITY
COMMUNITY

36

**YEARS IN THE FIELD
OF EDUCATION**

15 000 +
ALUMNI

5 000 +

STUDENTS



HISTORY OF AlmaU

36 years in the education market, the first private university in the country, the first business university of the Republic of Kazakhstan, a pioneer of business education in the CIS.

The history of AlmaU began with a small Management School in 1988. A school that became the first swallow to produce a new generation of managers for our young country.

In 1996, when the first stage of development was successfully completed, the Almaty School of Managers (ASM) was transformed into the International Academy of Business (IAB). After another 18 years, IAB received the status of a UNIVERSITY, which became a new round of development, leading to new achievements already as AlmaU.

In line with the new strategy for the entrepreneurial university, AlmaU has been dedicated to developing essential competencies in students since 2014. This initiative aims to empower them to implement their own ideas, successfully manage businesses, and adapt to contemporary challenges. Over its 36-year history, AlmaU has played a pivotal role in educating the first generation of Kazakhstani entrepreneurs, pioneering the introduction of MBA and DBA programs in Kazakhstan, attracting top-tier educators, and producing highly sought-after graduates. Today, AlmaU is committed to fostering a comprehensive multidisciplinary educational environment. We are confident that this approach will cultivate new leaders and innovators poised to make significant contributions to the nation's economy and promote sustainable growth.

WHAT UNITES US?

Honesty

Leadership

Responsibility

Entrepreneurship

Sustainable development



ACCREDITATIONS



Accredited

European Institutional Accreditation in the field of quality of business education IQA CEEMAN (2023-2029)



FRM | Financial Risk Manager

Kazakhstan MBA program "Financial Engineering" of the AlmaU Graduate School of Business is accredited by the Global Association of Risk Professionals (GARP, USA) (2019-2024)



Specialized accreditation of the Independent Accreditation and Rating Agency (IAAR) for a period of 5 and 3 years (2021-2024, 2021-2026)



MBA programs of the AlmaU Graduate School of Business are accredited by AMBA, United Kingdom (2023-2026)



INSTITUTIONAL ACCREDITATION
iqaa.kz

Institutional accreditation of the Independent Agency for Quality Assurance in Education (2024-2031)



The Graduate School of Business, the AlmaU School of Hospitality and Tourism, the School of Entrepreneurship are accredited by the Business Graduates Association (BGA, UK) (2023-2026)

ACCA

Think Ahead

ACCA Programs "Accounting and Auditing" (2023-2027) and "Finance" (2026-2030) of the School of Economics and Finance are accredited by the Association to Chartered Certified Accountants (ACCA)

IPMA »
KAZAKHSTAN

international
project
management
association

The IPMA School of Management is accredited in accordance with the certification procedure according to the rules of the Kazakhstan Project Management Association (KAU), which meets the ICB 40 standard.

International Project Management Association (International Project of Management Accountants Management Association, IPMA) (2024-2025)



CIMA

Chartered Institute of Management Accountants

The Accounting and Audit program of the School of Economics and Finance is accredited by the Chartered Institute of Management Accountants Management (CIMA) (2022-2024)

RANKINGS



QS: AlmaU HSB's MBA program ranks in the top 300 globally
QS World University Rankings: Global MBA 2025 #251+, Asia #42
QS Executive MBA 2024: Joint Programs #25



AlmaU holds 801-1000 in the Times Higher Education (THE) Impact Rankings 2023, securing a leading position among Kazakhstani universities in SDG 8 (Decent Work and Economic Growth), SDG 14 (Life Below Water), and SDG 16 (Peace, Justice, and Strong Institutions)



The only "Top business school with significant international influence" in Central Asia - 4 "palm branches", according to the rating agency Eduniversal, France



AlmaU ranked 2nd in the national ranking of "Best Humanitarian and Economic Universities of Kazakhstan" by the Independent Kazakhstan Agency for Quality Assurance in Education (IQAA), 2024



TOP 5 educational programs in NCE Atameken, 2023



BOARD OF TRUSTEES



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The Board of Trustees is an elected collegial body responsible for the strategic management of the University. It plays a crucial role in addressing both current and future developmental goals, securing financial and non-material resources, and enhancing the quality of working conditions, education, and services offered by the University



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ALMAU LABORATORIES



The Neuromarketing and Neuromanagement Laboratory is a new branch of marketing that uses methods and ideas from neuroscience, psychology and economics for marketing purposes, equipped with:



- Video cameras
- Microphones
- Eye-tracking Tobi Glasses 2
- FaceReading technology
- GSR (Galvanic Skin Response) sensor



As the first mobile neuromarketing and neuromanagement laboratory in Kazakhstan

JOINT PROJECTS

Conducting neuromarketing research for a retail chain

magnum

Research collaboration with Olymp Clinical Diagnostic Laboratory

ОЛІМП
КЛИНІЧНО-ДІАГНОСТИКАЛЬНА ЗАРУБІЖНЯ
ЛІБОРАТОРІЯ

Evaluating airline promotion methods using a neuromarketing approach

air astana

Studying the behavior of FC Kairat fans during football matches



Neurobiological research on the physical perception of a designer's collection, identifying the neurobiological features influencing model selection

EURASIAN
FASHION
WEEK

In 2023, 33 studio opened a virtual video production studio with the support of the Media and film school. The studio specializes in:



- Creating commercials
- Producing music videos
- Film production
- Conducting online presentations
- Broadcasting events

Utilizing cutting-edge technology, the studio employs Unreal Engine to develop 3D scenes, enabling the creation of photorealistic, dynamic three-dimensional spaces



AlmaU students benefit from the latest technologies in their learning process, preparing them for the demands of the industry.

JOIN OUR COMMUNITY

- At AlmaU, we prepare bachelors, masters, and doctoral candidates in a variety of fields, including science and technology, business and economics, arts, hospitality, and tourism
- AlmaU encompasses 9 schools and 2 centers, allowing you to choose a path that resonates with you or to specialize in multiple areas simultaneously. Each school offers tailored programs, individualized learning paths, and opportunities for research and startups



ALMAU PROGRAMS

28+
PROGRAMS

3 LANGUAGES
OF STUDY

10 + 2
SCHOOLS CENTERS



GRADUATE
SCHOOL OF
BUSINESS



SCHOOL
OF MANAGEMENT



SCHOOL
OF ECONOMICS
AND FINANCE



SCHOOL
OF POLITICS
AND LAW



SCHOOL
OF HOSPITALITY
AND TOURISM



SCHOOL
OF ENTREPRENEURSHIP
AND INNOVATIONS



SCHOOL
OF DIGITAL
TECHNOLOGIES



MEDIA AND FILM
SCHOOL



ALMAU SHARMANOV
SCHOOL OF HEALTH
SCIENCES



SCHOOL OF
TRANSFORMATIVE
HUMANITIES



URBAN
CENTER



SPORTS
MANAGEMENT
CENTER

School of Management

- Management
- Marketing
- Logistics
- Digital marketing
- Project management
- Supply chain management



SCHOOL
OF MANAGEMENT

School of Economics and Finance

- Finance
- Business analytics and economics
- Accounting and audit



SCHOOL
OF ECONOMICS
AND FINANCE

School of Politics and Law

- Jurisprudence
- International relations and economics



SCHOOL
OF POLITICS
AND LAW

School of Hospitality and Tourism

- Restaurant and hotel business
- Tourism and event management



SCHOOL
OF HOSPITALITY
AND TOURISM

School of Entrepreneurship and Innovation

- Business Administration in the field of entrepreneurship
- Product Management
- Management in Creative Industries
- Innovative Entrepreneurship



SCHOOL
OF ENTREPRENEURSHIP
AND INNOVATIONS

School of Digital Technologies

- Information systems
- Data science
- Software engineering
- Product management
- Content, marketing and data analysis



SCHOOL
OF DIGITAL
TECHNOLOGIES

Media and film school

- Public relations (PR)
- New media
- Digital filmmaking



MEDIA AND FILM
SCHOOL

AlmaU Sharmanov School of Health Sciences

- Psychology



ALMAU SHARMANOV
SCHOOL OF HEALTH
SCIENCES

Center for Urban studies

- Urban studies



URBAN
CENTER

Sports Management Center

- Sports Management



SPORTS
MANAGEMENT
CENTER

School of Management, School of Digital Technologies, Media and Film school

- Content, marketing and data analysis



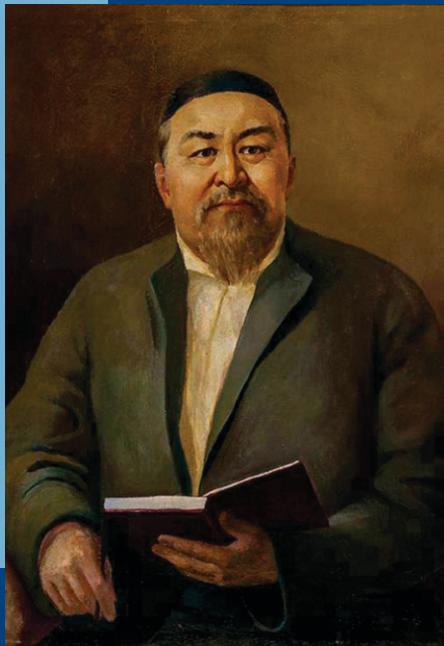
SCHOOL
OF MANAGEMENT



ALMAU SCHOOL OF TRANSFORMATIVE HUMANITIES

The School of Transformative Humanities offers a groundbreaking educational experience tailored for first-year students. AlmaU is proud to be the exclusive platform implementing the unique TOLYQ ADAM program, developed by our dedicated faculty.

The TOLYQ ADAM program is aimed at developing holistic individuals who are able to effectively adapt to the challenges of the modern world while maintaining their identity. The program builds the mindset and qualities necessary for responsible leadership, civic responsibility and sustainable influence in society. We train not just specialists, but well-rounded people who strive for harmony with themselves and the world around them.



**“Human beings have only
three virtues:
the burning heart, the bright
mind – and a firm will”.**

Abai's teachings and his philosophy of the Holistic person (Tolyq Adam) comes from human nature.

This is the formation of a personality by strengthening the harmony of INTELLIGENCE - WILL - HEART.

Abai Kunanbaiuly (1845-1904)

**Developed courses based
on the concept of Abai Tolyq Adam
7 courses**

1. Critical thinking, creative writing
2. Great books: cultural studies
3. I, world
4. Philosophical dialogue
5. Service leaning
6. Life design
7. Biohacking: healthy lifestyle



GRADUATE
SCHOOL OF
BUSINESS

GRADUATE SCHOOL OF BUSINESS

19

YEARS OF EXPERIENCE
IN IMPLEMENTING
DBA PROGRAMS

28

YEARS OF
EXPERIENCE IN
IMPLEMENTING
MBA PROGRAMS

MBA

PROGRAMS OFFERED IN 9 CITIES
ACROSS KAZAKHSTAN, INCLUDING
ALMATY, AS WELL AS IN TASHKENT
(UZBEKISTAN) AND DUSHANBE
(TAJIKISTAN)

3 REPRESENTATIVE OFFICES
IN KAZAKHSTAN

+1 IN UZBEKISTAN

MORE THAN
7000+
MBA AND DBA
GRADUATES



FIRST IN CENTRAL ASIA AND KAZAKHSTAN

The MBA programs of the
Graduate School of Business
are accredited by AMBA
(Association MBA's, UK)



QS WORLD UNIVERSITY RANKINGS: GLOBAL MBA 2025

#251+, Asia #42
QS Executive MBA 2024:
Joint Programs #25

DOUBLE DEGREE PROGRAMS:

- Graduate School of Management, Saint-Petersburg University of humanities and Social Sciences (Russia);
- Antwerp Management School (Belgium);
- Kozybayev North Kazakhstan University (RK);
- TOSHKENT SHAHRIDAGI YEODJU TEXNIKA INSTITUTI (Uzbekistan);
- Academy of Management and Business (Tajikistan)

UNIVERSITIES-PARTNERS FOR VISITING MODULES:

- ADA University (Azerbaijan);
- Caucasus International University (Georgia);
- EADA Business School (Spain);
- EI Business School (Spain)

ALMAU EXTENSION

Center specializes in corporate training programs, professional development, and consulting projects

BUSINESS SCHOOL WITH BRITISH ACCREDITATION (AMBA)

100+

TRAININGS
IN VARIOUS
FORMATS

300+

CORPORATE
CLIENTS

50+

BUSINESS TRAINERS
AND CONSULTANTS

25 000+

INDIVIDUALS
TRAINED



TRAINING PROGRAM AREAS:

- Industry Topics
- Management
- Communications
- Sales
- Logistics
- Human Resources
- Marketing and PR
- Business Development
- Personal Effectiveness
- Quality Management Systems (QMS)
- Finance

INTERNATIONAL COOPERATION

- Exchange programs
- Summer and winter schools
- Double degree programs
- Research internships
- 2% of foreign full-time students
- 30+ countries
- 100+ partner universities

20 ASSOCIATIONS AND ORGANIZATIONS

Switzerland



Geneva
Business School®
Real Business. Responsible Leaders.

USA



France



Spain



South Korea



KYUNG DONG
UNIVERSITY

Germany



Belgium



Russian Federation



Outgoing student mobility

810+

to countries:

France
Turkey
Poland
South Korea
China
Japan
Lithuania
Latvia
Croatia
Austria
Hungary
Germany
Spain
Russia and others

Incoming student mobility

250+

from countries:

France
Spain
Russia
Tajikistan
Malaysia
Belgium
Kyrgyzstan
Uzbekistan
China
Turkey

Foreign students (full-time)

177+

to countries:

Kyrgyzstan
Russia
Uzbekistan
Tajikistan
Nigeria
Bangladesh
Afghanistan
China
Ukraine
Belarus
Germany
USA
Pakistan
Israel
Azerbaijan

10 STUDENT ORGANIZATIONS



Hunters

A team of brand ambassadors promoting AlmaU to prospective students. They serve as consultants to the Admissions Committee, helping to showcase the university's strengths.



Remus

An event organization dedicated to creating engaging leisure activities and fostering a friendly atmosphere among AlmaU students. Their primary goal is to host cultural and entertainment events that develop leadership skills.



MOF

A student club focused on organizing inter-university events, such as photo hunts and nature excursions, to encourage collaboration and fun among students.



Mafia

A student club specializing in training players and hosting the game "Mafia" at both city and national levels, enhancing strategic thinking and teamwork.



Cheerleaders

The bright support team for AlmaU, known for their energetic performances at key university events and their ability to organize their own engaging activities.



Sportlife

A sport club that organizes tournaments and competitions in football, volleyball, table tennis, and various other sports, promoting health and teamwork.



Lumos

A creative organization focused on discovering and nurturing student talents in vocals, music, and dance, providing a platform for artistic expression.



DOS

An organization dedicated to raising funds and providing assistance to orphanages, while also organizing charitable events to support the community.



DAT

An organization committed to promoting Kazakh culture and language. Their activities unite individuals who are passionate about preserving and developing Kazakh heritage.



SYNERGY

A debate club that organizes trainings and discussion platforms, helps to broaden horizons and develop critical thinking.



SDG Legion

A student organization that promotes, disseminates, and implements the ideas of the UN SDGs (Sustainable Development Goals).

100+

EVENTS
PER YEAR





**Qaynar Bulaq
Almaty**

AN OPEN SPACE FOR COMMUNITY DEVELOPMENT WHERE EVERYONE CAN:

- Organize and participate in events at no cost
- Teach and learn from expert practitioners
- Connect with mentors and investors

ПАРТНЕРЫ:



GOAL

To unite people and communities, fostering the creation of favorable conditions for increased interaction among representatives from diverse sectors

MISSION

To become an open, accessible space for the city and its residents, creating opportunities for the implementation of ambitious ideas that will help citizens and cities in solving urgent problems



INFRASTRUCTURE

Every year the university develops infrastructure and improves the territory for comfortable studying, holding meetings, developing projects, doing sports and recreation



- Tatishev Wing AlmaU
- AlmaU Creative Zone
- AlmaU Open Library
- Laboratories by areas
- Qaynar Bulaq Almaty
- Wi-Fi
- Coffee shop "Crema"
- Canteen
- AlmaU Sport & Art Zone
- Gym
- Football field
- Parking

CHALLENGE THE STATUS. QUO



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- Ⓕ facebook.com/almau.edu
- Ⓜ [Almaty Management University \(AlmaU\)](https://www.youtube.com/AlmatyManagementUniversity)