
KIMEP TIMES

SINCE 1995



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What is the issue?

words by
Kristina Nikulina



In Fall 2015 students were quite surprised to learn that, first, Summer I semester is becoming 6-weeks long (previously 7,5 weeks) with maximum number of two courses for registration and, second, the International Summer School gets completely cancelled due to the “low demand among students”. On top of that, decision-makers have completely failed to communicate those not-particularly-pleasant news to the student body of KIMEP University by explaining any details and rationale behind the developments. Let me fill in those blank areas for you.

“Summer semesters’ issues were put on the agenda of the Academic Council’s meetings multiple times,” says Ainur Bainazarova, the Vice President of Administration of KIMEP Student Association. “However, every time the issue was either postponed or somehow ran out of meeting’s time limit.” And while the issue seemed vitally important for student representatives, faculty members kept on their negligence.

It is important to mention here that even though KSA representatives are formally allowed to seat in the Council, they historically had no voting rights whatsoever. “My primary goal was to conquer voting rights for us,” says Bainazarova. “Since otherwise, there is no point in our presence in the Council.” However, faculty mem-

bers of the Council tended to hold different opinion concerning students’ voting rights, therefore KSA had to write a proposal and form a special subcommittee whom to convince that in all leading western schools students are allowed to have legitimate voice in the Academic Council’s decision making. After convincing the subcommittee the issue was again brought into the agenda of the Council. “And the discussion had started... huge and scary,” says Bainazarova.

KSA was asking to provide them three votes which will be distributed among deputy-representatives of KIMEP’s three colleges, BCB, CSS and LLB. “But one of the members started counting some vague proportions and said that it is too much for us. So, they gave us two, 0,66% of vote per KSA representative, which is strange method to divide votes,” says Bainazarova.

The destiny of the Summer semesters was again discussed in the end of March’s meeting when KSA finally learnt that Summer I gets six weeks long with two courses offered (no Physical Education) and Summer II gets three weeks long with one course offered (no ISS). Why?

Because: 1. Professors cannot teach so much since, according to the labor code, they have to have 56 vacation days per year. 2. Since semester gets shorter, workload for students redistributes, becoming bigger per every single day and contradicts to another governmental regulation. The only

is the only way to solve the issue. In search of alternative solutions, Bainazarova turned back to history and learnt that in the academic year 2008-2009 KIMEP offered two summer semesters, six weeks each with four courses in total, which does not contradict to the legal regulations. Moreover, some external part-time professors could be invited to teach, just like some of our professors teach at KBTU and other schools every summer, and in this scenario the regulation on vacation timing would not be broken. “The problem here is that nobody is taking the proposal for this alternative seriously,” says Bainazarova.

“The sad part is that they are not looking for win-win solutions even though, they are perfectly aware that the decision is not in students’ favor,” says Bainazarova. “It increases the number of courses students take during regular semesters up to 7, 8 and sometimes 9, consequently increases the risk of dropping courses and getting bad grades, but the worst thing is that less and less students are becoming able to graduate in four years. Currently the figure is less than half of the enrollment.”

Is it possible to change anything at

all, Ainur?

“Well, the decision wasn’t made in front of us. It wasn’t even made by the Academic Council and for sure nobody is intended to ask for our opinion until we annoy them as much as possible and provide enough evidence. We can’t change anything for this summer, but currently we are conducting another survey to understand which courses are in the biggest demand and ask administration to offer these particular courses this summer semester.”

What about next year’s summer semester?

“Dr. Landis said that they’ve already set next year’s academic calendar. And the question is why they are not asking students’ opinion at the time they make decisions and why we have to undertake so much effort to change anything after the decision has been already documented? I don’t have answers to those questions, unfortunately, and I can’t figure out how we should represent students’ interests in such situation.”

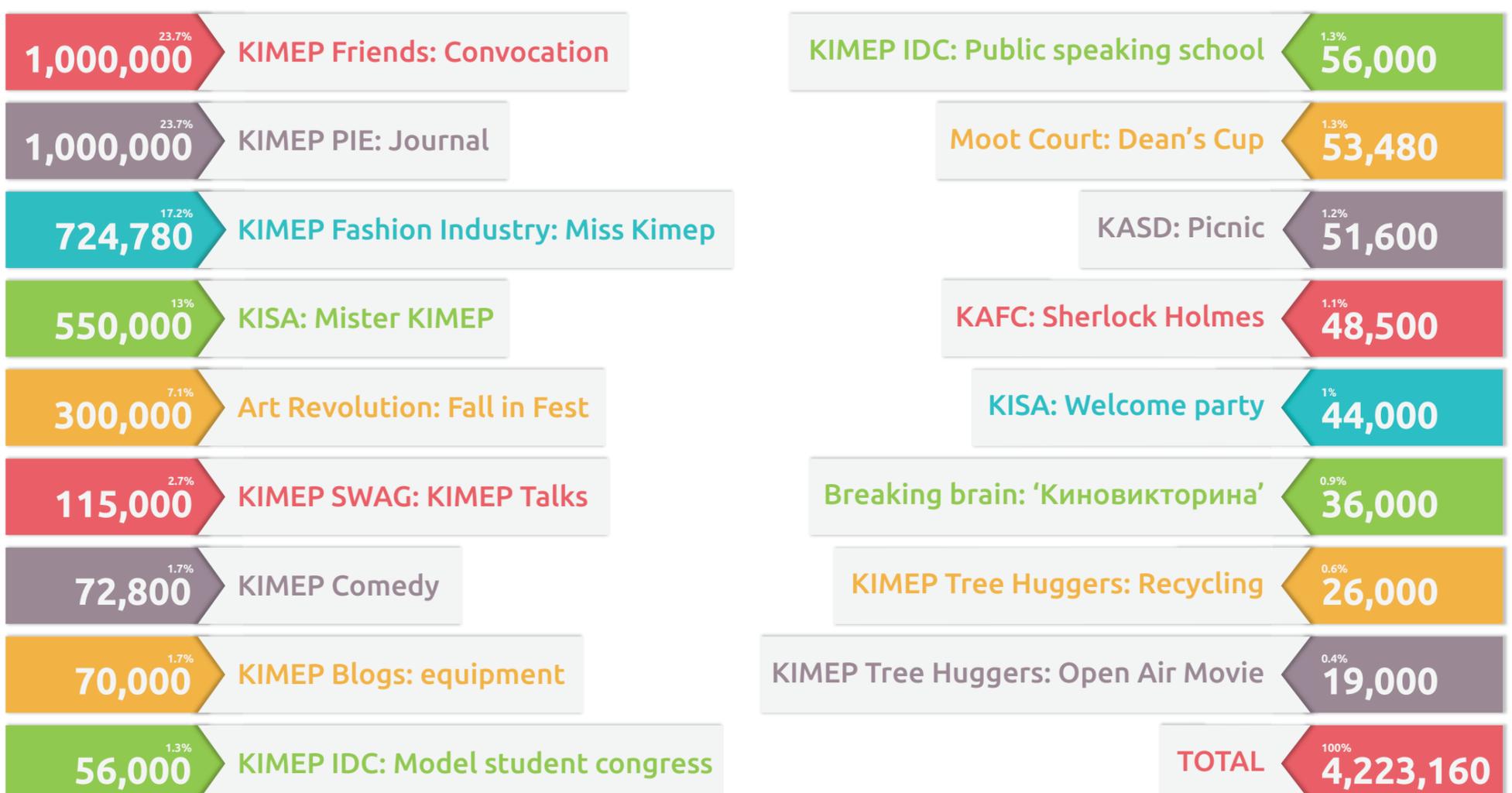
* *Academic Council - is primarily a faculty group that makes recommendations to KIMEP University (specifically to President’s Cabinet, to the Office of Academic Affairs, and to the various colleges/ schools/ centers) on “any issue that may be deemed to come within the term, ‘academic affairs.’” (The quote comes from the Bylaws of Academic Council.)*

- Members of Academic Council:**
1. Ms. Ainur Bainazarova, KSA
 2. Mr. Alnur Adambayev, KSA
 3. Dr. Dennis Soltys, Associate Professor, CSS
 4. Mr. Dias Sabdenaliyev, KSA
 5. Dr. Federico Dalpane, Assistant Professor, Law School
 6. Mr. Frederick Emrich, Assistant Professor, CSS, Chair of Academic Council
 7. Dr. Gautam Bhattacharya, Professor, CSS
 8. Dr. Gerald Pech, Acting Dean, CSS
 9. Dr. Ha Jin Hwang, Dean, BCB
 10. Dr. Joseph Luke, Dean, Law School
 11. Dr. Juldyz Smagulova, Acting Executive Director, LC
 12. Dr. Maganat Shegebayev, Assistant Professor, LC
 13. Dr. Sang Lee, Professor, BCB
 14. Ms. Sara Osman, Senior Lecturer, LC
 15. Dr. Yuliya Frolova, Assistant Professor, BCB
 16. Mr. Zhanat Syzdykov, Assistant Professor, BCB

thing administration did to comply with students’ needs, they offered an opportunity to apply for overload on individual basis, firstly, only for senior students, but then after KSA appealed showing results of specifically conducted survey (630 student participants), this option became open for everyone.

However, KSA does not think that decreasing the number of courses and opening up overload option

Budget hearings results

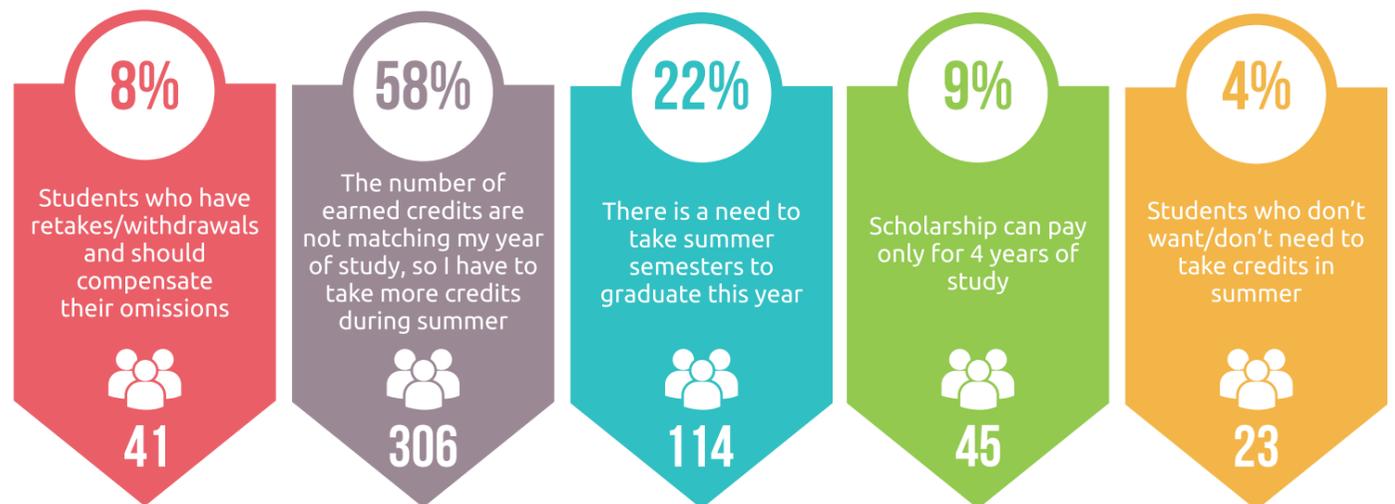


SU2016 SURVEY RESULTS

Administration of KIMEP University has decided to shorten amount of credits can be taken for the SU1 semester, there were big discussion among students who were displeased with the decision of administration of KIMEP. Moreover, students received message about cancelling International Summer Session in this year, which also caused a lot of complaints.

Members of Academic Council from KIMEP Student Government prepared survey among students by online in social networks by sending surveys on emails to all students to know how many students want to take credits during summer and why.

506 students have interest in taking Summer 2016 with 9 and more credits  **530 OR 100%**



KSA Efficiency Evaluation AY 2015-2016 Resumed

words by
Madi Saken



It has been hard to believe that the new KSA office will bring brand new changes into the life of university. A true phenomenon of our society's political culture is that we always mix our hopes with such presumptions. A treatment for this cognitive dissonance lies within the reason – absence of fair critical analysis. In this issue, KIMEP TIMES attempts to provide such treatment, in other words, KSA is just to be examined.

Synopsis

KSA, recently renamed to Student Government, has achieved some advancement of student life. Firstly, KSA has been closely working with administration on improving KIMEP Campus and quality of different services. It resulted in access to regular inspection of KIMEP Grill, installation of new benches and drinking fountains, completion of building Student Lounge zone, etc. Another significant achievement to be noticed is more active efforts to have an influence on academic issues. This year KSA has achieved 2 votes in Academic Council and established Faculty Forums project, which is supposed to set the discussion between students and faculty administration on different students' concerns within their faculties. In addition, SG has initiated creation of new merit-based scholarship for undergraduate students called Excellence Scholarship.

More remarkably, this year KSA cast has taken distinct positions in several problematic issues. First of all, they convinced Board of Trustees to accept a pragmatic yet controversial decision to significantly raise student activity fee. With the support of student organizations it was agreed to expand the budget for the student organizations' events by increasing the fee, hoping that it would increase the number of projects and improve their quality.

Another subject of debate this year has been the reduction of cred-

its available during summer semesters. KSA, represented by Ainur Bainazarova, has put a huge effort to advocate student's concerns on this matter. (The details of it are provided on the 2nd page.)

Finally, the long-lasting bone of contention is the constant growth of cost of education at KIMEP. Predictably, student representatives had little chance to convince administration to decrease it. KSA Vice-President of Administration Ainur Bainazarova shares her opinion: "Since we had understood we cannot persuade the Board of Trustees to reduce or at least keep the price the same, we tried to question the quality of education here at KU, which does not always correspond to the cost. Though we failed to do so, we suggest students and next KSA office to advocate this issue and demand the quality in every given case."

Among the amount of unrealized ambitions and promises, we have marked the projects which have already been started. Installation of the Hall of Fame, upgrade of KIMEP web site, renovation of Fun Club and music equipment inside it, reformation of KSA Constitution have been left for the next year.

Analysis

A deeper analysis of KSA efficiency reveals some latter-day tendencies as well as the systematic problems that KSA institution still faces. The first noticeable change is that this year Cabinet paid more attention on improving public relations. It might be indicated by the accelerated practice of conducting surveys, launch of Faculty Forum project, more open positioning etc. However, in order to build efficient public relations, SG is expected to challenge two major problems. The first one is about having institutionalized means of sustaining public relations. SG has not created regular and effective practice of accounting to community and interacting with students through public events, establishing proper fixed feedback system and collecting data

yet. Secondly, students' low political activeness, as a continuous negative tendency, prevents SG from receiving any positive response. Though there are plenty of sociological factors, it is mainly SG that is supposed to promote participatory culture among students. To demonstrate, last generations of KSA Cabinets, including this one, kept losing the practice of conducting annual public reports and General Body Assemblies (meetings with students community), which is supposed to be their constitutional responsibility (Art. 3.1 KSA Constitution).

Another controversial indicator is a closer cooperation with the Student Organizations (SO) beyond the budget distribution issues. During the year we observed presence of regular meetings of SO Presidents with Student Government and Student Affairs office. Taking into account such examples as Charity Concert or collective work on Student Lounge project, we may conclude that it can be positively resulted in SO's potential to consolidate. Nevertheless, some organizations reported being skeptical or even concerned about KSA's influence on them. Its initiative to set control on quality of events and number of participants, an effort to set obligation to attend regular meetings provokes reasonable questions asked by SO, which are "what kind of sanctions SG would use as a tool of control" and "is it justified."

We may also notice some efforts of internal reformations. The first one is an attempt to improve the processes within Tender and Budget Committees. After receiving the range of critiques in Fall Committees, SG has developed the work of Committees. Implementation of appeal procedure, obligatory report via e-mail, composition of criteria evaluation system, more active role for independent observers represented by Student Affairs has significantly improved a transparency problem within KSA. In addition, regulation on inadmissibility of projects with

the same concept to Budget hearings and raise of student fee were aimed to solve the problem of budget shortage and improve the quality of events.

Another crucial internal reformation SG initiated was reorganization of Judicial Committee, which used to be a formal alleged body. Current KSA Constitution does not provide much of an explanation of functions and powers of this committee besides "dealing with legal and disciplinary matters" (Art. 6.5). Acting Cabinet has decided to empower JC to observe the efficiency of each member of KSA and remove any deputy on the basis of not fulfilling its functions. Moreover, it has reorganized the composition of JC in order to include more independent students and exclude deputies and former candidates. This attempt reveals two prior problems. The first one is about having partially active office of SG. While the majority of Cabinet remains passive, only a part of Cabinet presents fair and efficient work, which, as recognized by SG management, proves the need of objective external assessment tool. Secondly, the fact that many standing committees like JC are not regular, or even practically non-existing, shows the problems within the Constitution. Be it lack of descriptions and regulations, or their obsolescence, it is clear that the insufficient power of Constitution undermines the legitimacy of the entire KSA institution, as well as deprives both KSA and community of self-regulation tool.

Prognosis

In this part, we decided to provide the future expectancies, which might serve as a reference point for the next KSA Cabinet. The first pending issue might be adoption of foregoing reforms and further institutionalization. This is mainly related to the introduced regulations in Budget Committee, reformation of Judicial Committee, acceleration of surveys and public reports, renewal of General Assembly. The second anti-

ciated improvement is an advancement of relations between student body and KSA. For the new office it should be important to understand that PR, especially public trust, is a mutual process. So, in order to avoid the situation of "a bigger Government", SG should not be limited to public reports only, but be open to communicate with publicity, involve it in public discussions, promote a constructive dialogue and, most importantly, challenge ignorance by finding new ways of creating interest to participate in SG affairs. The third wanted change is restoration of several essential procedures that might require Constitutional reforms. Firstly, fixation of progress achieved in reorganization of Judicial Committee will definitely require further development of legal framework of KSA activity.

The prospect is that creation of such revisionary body comprised of independent non-deputy students may produce checks and balances system within student community political simulation. It might be resulted in realization of such procedures as KPI assessment of each SG member, audit of KSA and its Committees, control on observance of students' rights, imposition of no-confidence vote to Cabinet or impeachment of any deputy or President. Secondly, according to many students, election process is in need of changes as well. It should be an interest of both students and KSA to reform electoral procedures in order to avoid candidates proposed on the basis of popularity in favor for implementation of meritocratic principles of forming KSA office during pre-election process.

Our hope is that solution of aforesaid problems and further reformation of KSA institution, as well as avoidance of nominal attitude to existing regulations will build proper mutually beneficial system of self-governance, which in turn will promote participatory culture among students and contribute to the development of our *alma mater*.

CASC: creating Central Asian identity

words by
Tomiris Orozoeva



KIMEP gives education not only to the future leaders of Kazakhstan society, but also to those of Kyrgyz, Tajik, Turkmen and Uzbek ones. Mixed in one academic and cultural pot, students will bring home knowledge about their neighbors as well as new stereotypes and connections. Furthermore, their willingness to cooperate in the region will depend on what experience they get here.

Nargis Kassenova, director of CASC, says: "We are one region, but we don't behave so. We get together on platforms which Turkey, Russia and US create, but we do not ourselves create a common organization."

Central Asian Studies Center (CASC) was established as a platform for dissemination of knowledge about Central Asia, for networking and for research in 2010 by the Department of International Relations. CASC organizes public lectures, roundtables and confer-

ences with local and international scholars. "There is a disconnection between local and foreign experts of the region because of the language and we are trying to bridge this," Dr. Kassenova says.

According to her, the region is very interesting itself, and "there is a lot going on." Although CA is considered to be a great-power-free zone, people here are influenced by different civilizations at the same time, and that makes countries of the region torn apart. We are Muslims in a way we stand against pork and drinking alcohol sporadically. We are Western in a way we dress, shaming people like Kamilla Shokanova. We are Soviet by still keeping old educational system. We are Kazakhs hoping for the bright future in 2050.

Nation-building projects are strong, but it works halfway only for ethnicities. If you ask a Russian person: "Who are you?", he is most likely to say: "I am Russian", not "I am Kazakhstani." One of the speakers



at CASC Dina Iglukova suggests we answer "I am Central Asian" to the question.

Dina Iglukova, independent consultant for private and public sector, considers collective identity as a catalyst for a security community that CA needs. "It is difficult to run a welfare state while thinking about physical security and avoiding too much spending," Iglukova says. She sees the security community as a solution, and collective identity is one of the main requirements to build such a

community. CA remains a low-tension area. We managed to avoid interstate wars. Iglukova says that our common Soviet identity ensured peaceful transition because people were sharing memories like those about World War II, one language and system. However, new younger generation does not have a collective identity. Governments make strong emphasis on national identity. And as Dr. Kassenova says, usually nation building projects are against your neighbors. She wonders if collective identity will win in the competition with nation building.

Other IR professors are also pessimistic about the idea of centralasianness. Zharmukhamed Zardykhan

brings an example of Yugoslavia, where common system and memories did not prevent the war. While Iglukova is calling to unite the region in the face of common problems like depletion of resources, Zardykhan argues that problems do not usually unite states but raise more conflicts as can be seen from the example of African countries.

Alessandro Frigerio warns that even Europe failed in the creation of common identity. "I understand that perspectives are great," he says, "but is there really a Central Asian identity?" EU, which has best education, modernization, globalization and everything else is now struggling to keep the union as the Great Britain wishes to exit. Adding to that, in cultural context people in Norway are different from people in Italy, and there is little chance to create common identity in such a way, especially for CA.

However, as Zardykhan jokes, with the attempts to join EU Turkey says: "This Christian club will not let us in." Perhaps CA, also sharing one religion, can make an Islamic club.

Project management to bring effective changes in science, business and education

words by
Alina Tulegazy
illustration by
Olga Loginova



On April 28 of 2016, KIMEP University has become a venue for a conference held by PMI (Project Management Institute) Kazakhstan Chapter. During the first day of the annual conference, the audience had a chance to see people of different backgrounds: from a high school student up to Senior Program Manager working in Kazakhstan as a representative of an American corporation.

The purpose of the meeting was to introduce project management implementation in different spheres like education, business and science, and of course, discuss how it can be done successfully and with further possibilities of PM entering a new stage of development within Kazakhstani region. The 3rd National Conference of PMI Kazakhstan Potential Chapter was held in two sessions, one of which took place in New Academic Building of KIMEP and the other one being organized in Turan University.

Each of the speakers of the conference is currently involved in a project: Timur, a high school student, for instance, showed his own creation – a robot that can teach children maths, physics and any other school subject. Remarkably, the robot is using Russian as a basis for coding the program, and Timur himself developed this programming language. Right now Timur is working on the improvement of his creation, at the same time gathering other talented students and teaching them the basics of robotic science. He says that having the whole program operating with

Russian-inscribed code makes it much easier to teach youngsters who are not familiar with English. Even though he is only about 14-15 years old, he has already immersed in the enormous world of science and technology, managing his own project. He surely was the star of the conference, as his ideas go far beyond the ordinary life, and his goals are extremely centered on the wellbeing of everyone in the world.

Besides Timur, there were plenty of other

speakers, engaged in different fields: energy audit, educational programs, development funds, recruitment and human resources, and, of course, applied science and technology. Dr. Richard Farnsworth and Dr. Lela Vela from Battelle Memorial Institute

happened to be the unexpected guests, telling the public about their research center and successful integration of science into business by paving the way to Xerox machine, compact disk, bar code and many other devices.

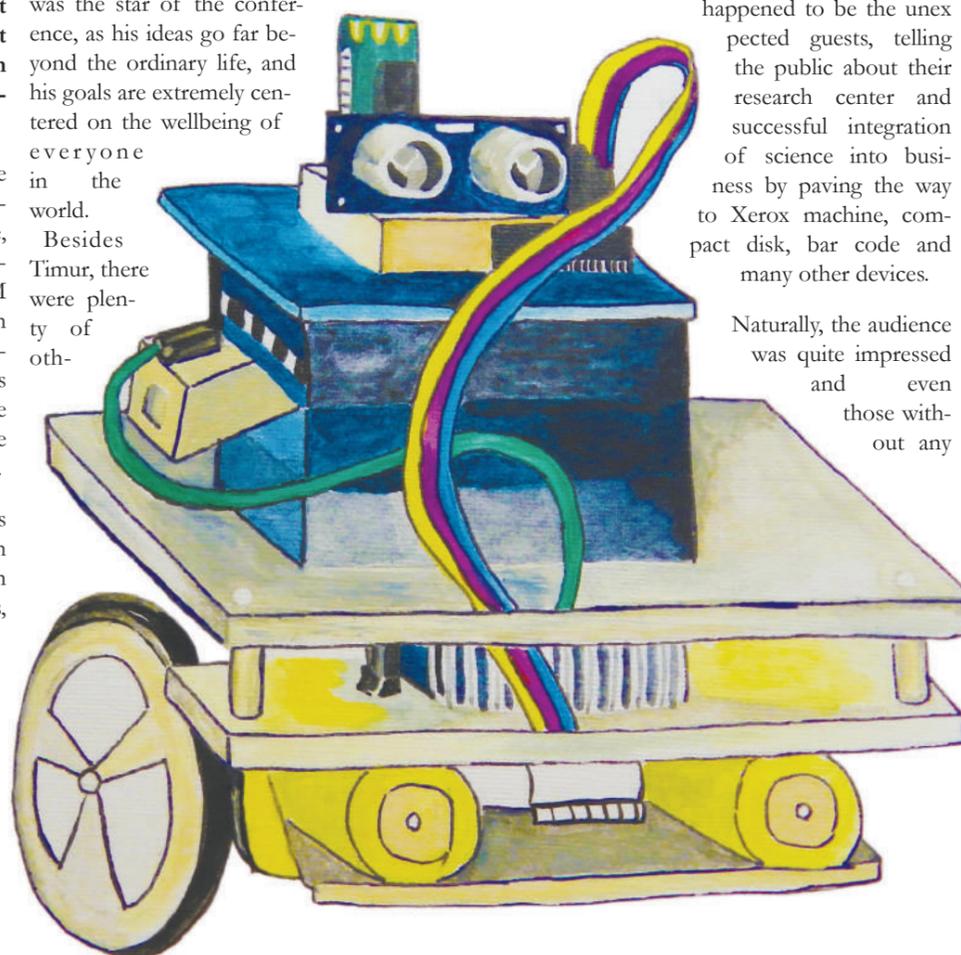
Naturally, the audience was quite impressed and even those without any

knowledge of what project management is perked up their ears.

PMI, standing for Project Management Institute, is a nonprofit professional membership association for project managers, which is operating worldwide. It was established in 1969 in Philadelphia and today unites more than 300,000 members from different production fields all over the globe. In a today's world, there exists a growing awareness of the importance of PM as a tool to transform life and the way the world functions, so such institute's presence in the global arena is quite consequential.

The community of Kazakhstani PMI Chapter was established in 2014 and since then it was actively searching for potential partners that would be eager to become a part of a constantly growing network. Turns out, Battelle Memorial Institute representatives actively participate in training of some project managers here, in Kazakhstan, contributing to the local PMI Chapter, for it to become a sterling entity in several years.

In general, as the trend for getting PMP (Project Management Professional) qualification is increasing among our population, we hope for Kazakhstan to become one of the many places in the world famous for PM environment and different developments. It is quite possible that decades from now our society will be known for its own sources of scientific inventions implemented in businesses and education, not without the help of young and bright minds like Timur and his team.



Rennes as a next destination for MBA students

words by
Alina Tulegazzy

KIMEP University has always been famous for its variety of exchange programs, and this time the university has established a Dual Degree Program with ESC Rennes School of Business – one of the top business schools in France that holds EQUIS, AACSB and AMBA accreditations.

Located in the capital of an amazingly picturesque environment of Brittany – Rennes, Rennes School of Business is the school included in the less than 1% of business schools worldwide holding onto “triple crown” status with being accredited by three most sought-after accreditations: EQUIS, AACSB and AMBA. Besides attracting students as an academically strong school of business, it is indeed a beautiful place to study at, with most population of Rennes that is international or at least English-speaking making it even easier to integrate.

Back in March it has been announced by BCB College that our MBA students will have a chance of getting 1+1 Dual Degree Master Program. In April, representatives from Rennes school held an introductory session on the requirements of the program and opportunities

for KIMEPians that open up with the newly acquired agreement.

After the session Ms Nolwenn Prié, International Development Officer in Rennes school, and Dr. Jean-Michel Viola, Professor of Strategy and Associate Dean for International & Corporate Development of ESC Rennes, shared their opinions on the future outcomes of such partnership, putting an emphasis on the growing number of French companies entering business environment in Kazakhstan. Among the entities already registered and operating in the country there are such companies like Danone (food-products corporation), Areva (nuclear power and renewable energy group), Alcatel-Lucent (telecommunications equipment company) and more than 40 of others.

Our guests from France and Dr. Monowar Mahmood, Professor of Management & Associate Dean for Graduate Program of BCB, expressed their belief that partnership between French and Kazakhstani universities would facilitate the growth of the business sector of Kazakhstan by providing it with more professionals from such dual degree programs. In general, they say that there are a lot of opportunities

for our students who receive both French and Kazakh diplomas to come back and get further employment in French entities, for example.

Basically, the idea of the program is to let students complete requirements of 27 or 39 credits (for students with no business background there are additional 12 credits for foundation courses) of the MBA from KIMEP and then continue education in ESCR MSc (Master of Science) program with six different

specializations: **marketing, digital marketing, finance, human resources, innovation management, and supply chain.** One term of the agreement is that French side helps students from KIMEP in getting internship (as a part of their curriculum) completed, and it is even possible to pass internship back in Kazakhstan and write Master thesis remotely.

Several programs like that have already been established before,

yet it is crucial for the university to keep spreading the web of its connections and build more and more relationships. Right now it is still unclear whether dual Bachelor program between KIMEP and Rennes school can be reached due to some differences in the curriculum requirements, but both parties promised they would work on it, which is a promising sign for our undergraduate students willing to study in such an amazing place as Rennes, Brittany.

Y1 Total 39 or 27 credits	MBA in KIMEP *for graduates with no business background	Foundation Courses * 12 credits Personal and Leadership Development Courses 9 credits Program Required Courses 18 credits	
	Y2 Total 76 ETCTS	International Management Program in ESC Renners* *SEP-DEC course work JAN-APR internship & graduating	Compulsory Modules 18 ETCTS Specialization Modules 18 ETCTS Graduating Project: a. Master Thesis 40 ETCTS b. Industry Internship Report 40 ETCTS
	Dual Degree Diploma 10 max # of participants	Tuition to KIMEP AY2016-2018 € 8,000 actual € 16,000	Promotional scholarship for the first 2 batches: € 1,000 per student € 7,000 tuition

Jokeasses attract prospective students to DMC

words by
Tomiris Orozoeva
photography by
Jokeasses

On April 9th students taking the course “PR Management and Strategies” organized an event for high school students. They invited Jokeasses vine group who shared a secret of how to get cherished by 300K followers in Instagram.

Gulnara Karimova, who teaches PR Management and Strategies, says the main question was what is interesting for pupils today: “This category of people is hard to gather.” So students came up with the idea of viners who look like stars in the eyes of schoolchildren.

“Wake up Your Viner!” event had theoretical and practical parts. First, Moldir Matzhanova and Akhmad Helmi from Jokeasses answered questions from the audience. People asked where the other members were and what the popular themes to cover usually are.

Moldir says that the most popular topic is relationships. “People like to see themselves in the videos. When

we shoot something creative and give rein to our imagination, such video does not gather many likes and comments. Followers say that they don’t understand the joke.”

“Usually we take ideas from the daily life,” Akhmad says. However, final version of the video differs from the original idea since every member has his/her own view and adds something to it. The process of shooting can take from 30 minutes up to one day.

Videos for Youtube demand even more time. “But Youtube offers more opportunities to be creative

and we plan to develop there,” says Akhmad, the youngest member of the group.

Originated from the KVN team “KIMEP Jackasses” viners say their first 300 followers were from KIMEP University. But later they realized that other people hesitate to subscribe because they consider only KIMEP students as a target audience. “We made rebranding and changed our name from KIMEP Jackasses to Jokeasses to show that we are open to all,” Moldir says.

At the beginning Jokeasses were shooting directly in Instagram. “We

switched off the Internet, opened the app and shot vines frame by frame,” Moldir says. Then Eldana came to Almaty and said: “Guys, why don’t you shoot in iMovie?” Comparing their first works with the latest, Jokeasses say they definitely had an improvement.

Audience asked if they feel shy while shooting a video in public places. “At the beginning I could not speak to the camera,” Akhmad says, “but it has faded with practice.” Moldir adds that after all the negative comments in Instagram they acquired protective armor. “Especially it was hard for me and Asselina. People were discussing our appearance a lot, saying that we are fat.”

During one year viners got to know each other better. “We know who can play this or that role best,” Moldir says. Everyone has a character to play. “For example, I am usually the sufferer in the videos,” Akhmad says, “and Molya is a naive girl”.

Moldir adds: “When some of us shoot a video, others do not come close because during the process we argue a lot.” Sometimes they also shoot a video, quarrel many times, edit and then do not upload. “It can happen that at the end we just don’t like the video. After too much shoot-

ing and editing a joke does not sound funny anymore.”

To the question about other viners, Jokeasses say they do not fight with them, but compete. “We are friends and go out together,” Moldir says. Since they try to avoid mainstream topics, if other viners shoot something trendy, they do not touch similar topic in order to avoid repetitions.

One of the organizers, Erika Fel asked if it’s possible to get into Jokeasses. Moldir responds that it’s unreal. “We are all friends and only then viners. Besides we already have six people in the team”.

Then after a pizza break, the audience participated in a competition where they had an assignment to shoot a vine under the guidance of Moldir and Akhmad. The winning video was published in personal profiles of Moldir and Akhmad, and their authors received a tablet.

Although the idea of the event was to promote the Department of Media and Communications, pupils seemed to be excited about the viners only. Did this event attract prospective students to the KIMEP’s journalism department? The success will be measured in the new academic year.





CONGRATULATIONS TO GRADUATES OF 2016!





KIMEP Alumni

Askar Amanbayev: lets conquer the world from your point of view

words by
Olga Loginova
photography by
"Music Show" agency



Unusual calmness and some intangible, internal power illuminate the face of a young man, not yet in his thirties, who is coaching a lad with laptop. The coach nods to me as I walk past him and sit down at the nearest table, waiting impatiently for the upcoming interview.

Juggling with a few businesses at the same time, Askar Amanbayev has never worked for anybody except himself. Successful entrepreneur and graduate of KIMEP, Askar has created a web design company, a music recording studio, a guitar club known as "School of Inspiration" and dance studio "Drive".

What was your university life like?

I was not a very active student, because I had to work from the first year of my studies. Probably, nobody remembers me at KIMEP. Now I am compensating for my inactivity by helping KIMEP students to organize events. Many of the brightest students of my alma mater come to me, and I realize how fully they participate in university life and how great it is. I know about all those events – Stars on Ice, Miss KIMEP, KIMEP Awards, because we consult the participating students, help them to get inspired and organize everything on the highest level.

I started to apply the knowledge that I got at KIMEP straight away. I got the theoretical part from classes and applied it the same day at work. That way it went into my brain momentarily, and it is much better than graduating in four years and forgetting everything a year after.

You agreed to complete projects you had no experience with. So you think, fear is the only barrier for entrepreneur?

There are two types of people. Those of the first type like to learn everything deeply, receive a certificate, a diploma, PhD... And then they say: "I am ready. Now I can do something." The other approach is to dive into the water right away. If I have 30% of knowledge in some sphere, I believe I am ready to dive into it and learn in the process. When I reach my limit, I hire a team of experts in that domain. I have a fear of becoming a narrow specialist in one particular sphere, because then I lose my focus. I need to see the whole picture.

On one hand, if everybody did it this way, we would have a bunch of unprofessional employees who claim to be someone they are not. But for entrepreneurs, fear is a big hurdle on the way to success. Entrepreneurs should dive first, and then search for strategies.

Where did you get the confidence that everything will work out well?

I grew up in Switzerland. I lived there for five years, from the age of 9 till the age of 14, and that is the defining period when certain personal character traits develop. Nobody told me what is allowed and what is not. Nobody forced me to do what was expected, nor imposed any stereotypes on me. If I grew up in Kazakhstan, I would have been restrained by the common beliefs of what is possible and what is not. Thanks to the western approach

to my upbringing, I had no fear.

Why did you come back to Kazakhstan?

My parents gave me the ticket and told me to go and take a look at my motherland. They said it's not developed, there are no mobile phones, and in fact, there is nothing we have here, only steppes and camels. So, they said, if you decide to return to Europe, we will be happy to have you back. But when I came here

How did all these different ideas – recording studio, dance school, music school – come to your mind?

Everything I have now I owe to music. First, I learned to play guitar and started teaching. This led to social gatherings for my students, which we called Guitar Club. Many different people with different ideas came there, they wanted to help and to be a part of it. All this led to a recording studio, and soon we creat-

venient for me, because we create something together, and then I leave and let my partner develop his business further. I am a part of his success, but I, too, move on. In this way, it is possible to create systems that work without my direct participation.

It always comes out of nowhere, unexpectedly. Usually, people I have known for years suddenly come to me and say: "Look, why don't we start..." And after this we begin our adventure.

What would you like to change in our country and society?

I wish our people to develop long-term thinking. So that they don't fear making plans instead of living for today. When everyone wants to snatch a penny now or never, it is a huge barrier for the country's long-term well-being. In Europe, businesses are built for entire years, even generations. You realize that you can't fulfill everything during your lifetime, and that is why you make plans for future generations. This allows to build huge empires.

Of course, in Europe all financial instruments are more stable. There are hard times too, but they have a mindset that if they continue working and improving what they have now, everything will work out right. In our country, people sometimes reach a moment when they don't know what to do next, because there aren't many specialists who understand what is going on. In Europe, on the other hand, this knowledge is passed on from one generation to another.

The second thing I wish our people to develop is the ability to create effective communications from win-win position. Not to deceive, not to trick the other so that you win and he loses. In Europe, people understand that it is one country, one city, and it's important to create symbioses, synergy for mutual benefit.

The third thing is improving the understanding of culture – music, dance, food and entertainment. So that the quality of it rises, and people start appreciating its subtlety. So that people realize that there are 50 kinds of cheese, not one cheese. And that jazz is jazz, not just some kind of background music.

How did you manage to avoid the typical dream of every KIMEPian – working in Big 4, earning lots of money, buying a house and a car – and find courage to go your own way?

My father always wanted me to work for KMPG, wear a suit and travel around the world. My mother always told me, do whatever you like, and that gave me the freedom to move in any direction. Of course, a strong wish, a dream and my natural persistence helped when everyone was against me. There were moments when everybody said that what I was doing wasn't serious. When you see your former classmates working and making money while you're trying to do something yet unclear, this may hit your self-esteem really hard. But that is temporary, because the balance will be restored one day, and you'll see the same people come to you and ask for help, or offer an interesting partnership, because you had guts and courage to go your own way.



and met all my family and old friends, I decided to stay.

Afterwards I realized: this decision was based on my assumption that many things are underdeveloped here. We have a great potential, regardless of all our crises. There are plenty of free niches. It is possible to do something for the country. The market there (in Europe – KT) is oversupplied, the competition is enormous. There is everything, and even more. There you are like everyone else, whereas here there are much more opportunities.

ed our first live band, I played guitar there. We entered event industry. Our clients were asking what else we could offer. Some people wanted their children to learn dancing – so we created a dance school. Others needed help in building their web site – we created a web design studio. Then, when people started asking: "How did you do that?" we started to conduct seminars and offer personal coaching.

All the directions in which we developed were related to what the market really needs, and there were always new people who are passionate in these spheres. It is very con-

Senior year anxiety: stepping into the real world



words by
Zarrina
Mulloboeva
illustration by
Nigora
Burhonova

Change is tough. The bigger, the tougher. With college graduation starts a new chapter in our lives, but the content of this next page is full of doubts and uncertainties. Most of us have to leave our friends, family, four-year-long routines and familiar places behind and go explore the unknown. “So, what you are going to do with your life?” might get the best prize for “The Most Intimidating Question Ever” for college seniors.

While some KIMEP graduates-to-be have known that they will end up in one of the Big Four firms after college and already have offers in their pockets, others are yet to find their own way in the real world. Either way the pressure to perform well and be successful is overwhelming.

However the classic definition of success doesn't make everyone happy. Fearing to spend in vain those golden years, to land on a stable high-paid job or miss some opportunities, we are unable to pursue our dreams or even find any. What would you do if you could put your life on pause?

Kuanysh Naizabay, 21 years old, Double Major in Finance and Accounting, Almaty

Did you know where you want to work in your freshman year?

I wanted to work in PWC.

Has it changed since?

Now I want to work in McKinsey & Co in Astana.

What changes you expect will happen in your life?

I'll get more serious, maybe start a serious relationship.

What you will miss the most about your college life?

I'll miss KIMEP campus, this little island in the center of Almaty. People at KIMEP.

What, in your opinion, are your parents and/or society expecting you to do after college?

On the one hand, my father wants me to be successful, develop, learn to live on my own, be independent. On the other hand, my mother wants me to stay home, closer to her.

What is your biggest regret?

I regret that I've wasted time and didn't make that last effort.

What is that you fear the most about your future life after college?

Right now I'm afraid to forget something important. In general, not to become successful.

What success means to you?

Being the best in what I do.

If you could pause your life right now and do whatever you want. What it would be?

I would jump with the parachute.

Nessibeli (Nessie)

Kozhakhmetova, 21 years old, Major in Economics, Almaty

Did you know where you want to work in your freshman year?

I wanted to work in some international organizations such as World Bank or United Nations. That's why I chose to major in Economics.

Has it changed since?

I still want to work there but I decided that I should work in some commercial company to start with. I will start my internship in Philip Morris company soon.

What changes you expect will happen in your life after graduation?

I will gain more responsibility and lose the right to make mistakes like I can now.

What will you miss the most about your college life?

Carelessness.

What in your opinion, your parents and/or society is expecting you to do after college?

Stability. High paid job.

What is your biggest regret?

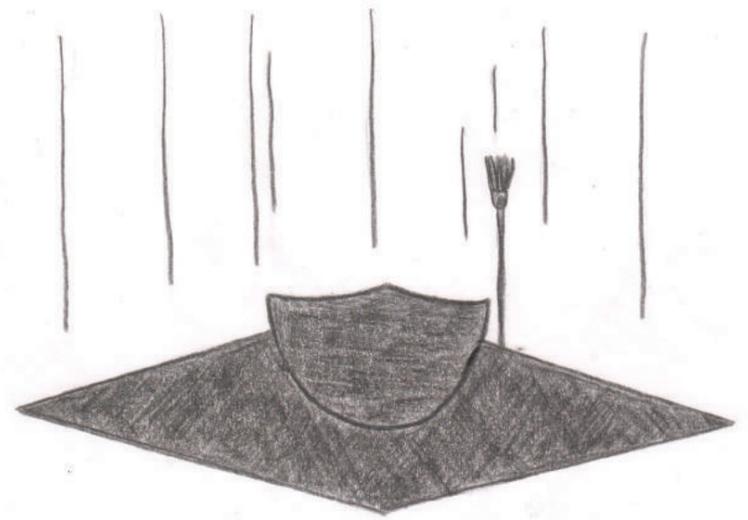
No regrets.

What is that you fear the most about your future life without college?

To be caught up in a routine.

If you could pause your life right now and do whatever you want. What it would be?

There is a bookstore in Paris where writers can live and work part-time. I would like to live there for a while. Pausing to ask yourself what and why you are doing some things might be exactly what you need for the future progress.



Once a KIMEPian forever a KIMEPian

Alumni of the university meet twenty years after graduation

words by
Olga Loginova
photography by
Laura Arslanbek

The class of 1996 was the second class graduating from KIMEP, but they were the first class to have a celebration twenty years after they received their diplomas. The reunion took place at Rixos hotel on May 28, 2016. After years apart, even long distance could not stop them from seeing each other again: some alumni even came from another side of the world to attend the gathering, which was organized by Margarita Bassabikova and Zhanat Syzdykov.

“It's like nothing has changed,” says Nurbek Dairbekov, graduate of 1996. “Everyone looks and acts the same as they did before.”

“We were all such unique characters,” says Ayaulay Akylkhan. “And we still are.”

If people have not changed since 1996, some other things definitely have. The alumni recalled that the price per year at KIMEP used to

be \$300 or 2,150 tenge, with an exchange rate at about 7 tenge per dollar. “I didn't have that much money,” says Dana Minbayeva, now a professor of Strategic and Global Human Resources Management at Copenhagen Business School. She had to earn every dollar she paid for her Master's degree, and it was worth it: “KIMEP

gave me a solid base for my further development,” she says.

“The most remarkable thing in my university life was constant brainstorming. Once professor Williamson who used to teach Cost Accounting gave us a challenging task. All the dormitory didn't sleep for three nights, trying to find the solu-

tion. Next day we found out that he made a mistake in the task! It was impossible to solve.”

Another professor remembered by many was Lan Wu, who taught Microeconomics. He never gave exercises with definite answers, but encouraged independent thinking and creative solutions. He could not

come to the gathering, but sent a congratulatory video for his former students. “Time spent at KIMEP was the best time in my life,” Lan Wu said from the screen. “And the work I did here was the most worthwhile. Here I met the smartest and friendliest people.”

Another foreign professor, Philip Buter came all the way from the United States to see his former students, one of which, by the way, became his closest family. “My wife used to be my student,” he says. “We reconnected after she graduated, and then we got married.”

“What I miss the most about KIMEP is interaction, family-style connectedness,” Buter says. “When I first came here in 1995, there was a lot of hope, a lot of expectations about this university. KIMEP gathered people who really wanted to change something in their lives and to bring a positive change to society. I think they managed to do it.”



How to write a CV: three templates with experts analysis

words by Sabina Bekbenbetova



Summer is coming. For someone it is time to relax, go home or go on a voyage. However, for recent graduates or just for students who are willing to practice, summer is the time to work hard. Job search usually starts from creating a CV. However, it could be challenging. We've managed to interview Farikha Yerzhanova, Senior Lecturer at KIMEP University, and Gaukhar Aliyeva, Director of Department of Enrollment and Training at Center Credit Bank.

CV is considered to be an initial step in most employment decisions for professional-level job openings.* CV plays a key role in determining who will be invited for additional screening or interview. Recruiters use information from CV to form judgments regarding whether or not applicants possess required skills and abilities. Subsequently, through CV recruiters draw conclusions on the applicant's suitability for a particular post.

We consulted with our experts to determine the most appropriate CV template for students and recent graduates.

*Cole, Feild, Giles, Rubin, (2007). "Recruiters' Perceptions and Use of Applicant Résumé Information."

3rd example is CV template used by a recent graduate of KIMEP, who asks us not to publish his original one. Thereby, you will consider his CV on the example of Henry Ford.

Farikha Yerzhanova:

-photo (you should include your photo only if you are asked to do so). For instance, some Western companies eliminate photo in order to avoid discrimination on racial and national grounds and even the discrimination by appearance.

- design does not gain much.

Gaukhar Aliyeva:

+information can be perceived easily through some elements of infographics

+responsibilities, length of service and posts are well-described

+precise description of achievements and extracurricular social activity

- lack of personal information

- no detailed explanation of hobbies, taken courses, skills, and certificates of qualification

AMELIA SMITH
 99 flat 85 Gagarin Str.
 Almaty 050000
 amelie@gmail.com
 +7 777 111 00 02

Education
 2015 - present JSC KIMEP University, Almaty, KZ
 2015 - present Bang College of Business, Bachelor of Management
 Alliance française d'Almaty, Almaty, KZ
 French courses
 2013 - 2014 People's Friendship University of Russia, Moscow, RU
 Institution of Foreign Languages, Linguistics
 2009 - 2013 Gymnasium #75, Almaty, KZ
 2002 - 2008 Kazakh-Russian gymnasium #38 named after M.Lomonosov

Work experience
 2016 - present Office Assistant at KIMEP University, Almaty, KZ
 2016 - present Reporter at "KIMEP TIMES" newspaper, KIMEP University, Almaty, KZ
 2015 Aug - Dec Buddy for International Students at KIMEP University, Almaty, KZ

Skills
 Languages Russian - native
 English - advanced
 French - intermediate (A.2.2)
 Kazakh - elementary

Computer MC Office Word, Excel, PowerPoint

Hobby
 Yoga, writing, reading

References
 Available upon request

2nd CV template was taken from KIMEP web-site.

Farikha Yerzhanova:

- design is challenging, so probably it will not catch recruiter's attention on the most important information.

Gaukhar Aliyeva:

+Well-structured;

+With brief description of responsibilities, length of service, and the results in professional activities.

+The description of special courses taken in the University.

+Prizes, competences, skills and even hobbies with the details on duration, place and level of studying.

- the absence of personal information (age, marital status), photo and recommendations.

Генри Форд
 ford@icanchoose.ru

ОБРАЗОВАНИЕ
 ЦЕРКОВНАЯ ШКОЛА 1870 - 1878
 Ученик. Факультет общих наук.

ОПЫТ РАБОТЫ
 ФОРД МОТОР КОМПАНИ 1903 - 1945
 Основатель.
 - Создал и запустил культовый автомобиль "Ford T"
 - Построил самый современный завод в автомобильной промышленности — "Хайленд парк"
 - Впервые стал использовать промышленный конвейер для поточного производства автомобилей

ДЕТРОЙТСКАЯ АВТОМОБИЛЬНАЯ КОМПАНИЯ 1899 - 1902
 Совладелец.
 - Форд не имел средств на создание компании, поэтому искал состоятельных компаньонов
 - Компания просуществовала недолго, Генри покинул ее из-за разногласий с совладельцами
 - Позже Форд вспоминал: «На автомобили не было спроса, как не бывает его ни на один новый товар.»

ЭЛЕКТРИЧЕСКАЯ КОМПАНИЯ ЭДИСОНА 1891 - 1899
 Главный инженер.
 - В компании сначала выполнял обязанности инженера-механика, затем главным инженером
 - В свободное от работы время закончил строительство своего первого автомобиля
 - Первый автомобиль назывался "Квадрицикл", весил пятьсот фунтов и передвигался на четырех велосипедных шинах

ДОСТИЖЕНИЯ
 ЗВАНИЕ "ОТЕЦ АВТОПРОМА" 1936
 Присвоено за достижения в автомобильной промышленности
 ГЕНИАЛЬНЫЙ ИЗОБРЕТАТЕЛЬ 1931
 Форд является автором 161 патента в США
 МЕДАЛЬ ЭЛЛИОТА КРЕССОНА 1928
 Приз за научные и технические достижения, вручаемый Институтом Франклина

ЯЗЫКИ
 Английский

НАВЫКИ
 Логика
 Механика
 Черчение
 Моделирование

КУРСЫ
 ШКОЛА ПРОМЫШЛЕННОГО ПРОИЗВОДСТВА
 Тренинг по созданию линейного конвейера
 ШКОЛА ИЗОБРЕТАТЕЛЕЙ
 Курс "Технология создания транспортных средств"
 АКАДЕМИЯ МАШИНОСТРОЕНИЯ
 Экспресс-курс "Автомобили в домашних условиях"

ХОББИ

MADE WITH ICANCHOOSERU

1st CV template is introduced at Business Communication course which, by the way, has been one of the graduation requirements for every BCB student since 2013.

Farikha Yerzhanova:

+The most appropriate CV template for students and recent graduates due to the lack of experience.

+Simplicity: we see clearly name, contact information and all the other essential sections (education, work experience, etc.)

+volunteer work

Gaukhar Aliyeva:

+contact information, esp. Address

- not full enough

Advice: to include description of service, functions and achieved results, to mention the places and time where and when you studied languages and got your other skills, e.g. computer lessons.

Allen Yan
 (86)1338-1111-420
 yhnasa@123.com
 EDUCATION
 Sep 2002—Present, Shanghai University, BE
 Candidate for Bachelor in Mechanical Engineering degree (ME).
 Major academic courses highlights: Company Property Management; Marketing; Economics; English
 Technology Communication; Information Management System; Modern Fabrication System.

May 2006, Certified Public Accounting Training (CPA)
 OCCUPATION
 Dec 2005—present, ITT Flygt Investment, China
 Application Engineer, Sales & Marketing
 Application support and industry projects tracing to sales office to achieve the sales budget and new industry market application research.
 Pay suitable visits to end users and DI for seminars and technical presentations with salesperson or distributors while collect marketing information and competitor information analysis.

July 2005—Sep 2005, Intel Products Co., Shanghai, China
 CPU Assembly Engineer (Internship)
 Analyzed the yield ratio trend, documented and solved the current problems.
 Participated in the training of marketing, business process modeling and analysis at Intel University.
 Visualized a project review with impressive presentation and multi-media animation, which was highly appreciated by department manager.

June 2005—July 2005, GF Fund Management Co., LTD.
 Campus Intern
 Analyzed investment principles and mischoose of related financial derived products
 Formulated the scheme of market popularization and network marketing.

AWARDS
 2003-2004, Second-Class Scholarship for Excellent Students of Shanghai University.
 2004-2005, the Imagine Ambassador of Shanghai Tennis Popularization.

COMPETENCIES & INTERESTS
 English Ability: Band 6 and the intermediate test of interpretation.
 Other Language Ability: 600 hours of Germany lessons in Tongji University.
 Computer Skills:
 Professional Certificate of Assistant Information Officer (AIO).
 C++, VBA, Provision, JMP, AutoCAD, 3Dsmax, Photoshop, Solidworks, Aftereffect
 Personal Interests:
 Basketball (Skills); skating (Speed); English (elegant); Snooker (Stable)

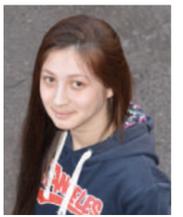
Summing up the comparison of these three CV templates, we can assume that every CV:

1. must include personal information and contacts
2. provide information about education, languages, and any other skills has to be confirmed with certificates, names of organization and period when and where you got these skills
3. with any work experience must be provided with detailed information of responsibilities and length of service
4. be simple and precise.

Nutrition before exams: how to eat to do well

“If you are eating poorly and think you’ll have a snack and go in and take a test and do well, you are fooling yourself”

words and illustration by
Nigora Burhonova



Midterms are coming, and students are starting to panic because of the amount of information needed to take in for exams. The level of stress in students increases, and they are puzzled over how to get those points for a desired grade. But all we knew about what we should eat before exams apparently is wrong.

Eating healthy food is one of the cardinal ways toward your brain power. The right nutrition helps

concentrate better, reduces the level of concern and also allows to sleep better at night.

So, what products should we eat before exams?

Almost anything. The work of our brain is based on energy received from digested food. If you eat heavy food, however, the organism expands its energy for digestion rather than for assimilating information.

Here are some tips on how to dine during midterm weeks:

Foods and drinks to avoid during

exams:

Foods with high sugar content

- 🍫 Chocolate
- 🍬 Candies
- 🍪 Cookies

You may wonder why not to eat chocolate. You are used to think that chocolate improves your concentration, especially during exams. The truth is that it gives you an energy impulse at first, but this impulse is usually brief, and soon you will feel more tired than before.

Limit consumption of unhealthy snacks and junk food

- 🍟 Chips
- 🍪 Crackers
- 🍲 Fried food

Even though they don’t contain sugar, but because of high concentration of fats, your stomach won’t be able to digest it easily.

Drinks with high content of sugar

- ☕ Coffee
- 🥤 Coke
- ☪️ Tea with sugar

The level of energy reduces as soon as you drink them and they won’t let you sleep. Because of caffeine you’ll feel tired and become more nervous the next day.

What to eat and drink then?

Food enriched with carbohydrates and starch

- | | |
|----------|----------|
| 🍲 Cereal | 🍚 Rice |
| 🍞 Bread | 🥔 Potato |
| 🍝 Pasta | 🧀 Cheese |

This food will help you stay focused and sleep better as well. Don’t forget to eat products containing fiber and protein: eggs, beans or mushrooms on toast, yogurt, sandwiches, soup, toast with honey, muesli.

Fresh fruits and dried fruits

- | | |
|---------------------|-----------|
| 🌰 Nuts (not salted) | 🍏 Apples |
| 🍇 Raisins | 🍌 Bananas |

Dried fruits improve and brighten brain function and you’ll have lots of energy to think and focus on your studies better.

Drink more water

According to the founder of Advanced Learning and Development

Institute, Dr. Corinne Allen, people who drink more water are more concentrated, suffer less from headaches and easily digest new information.

Some advice:

- ✓ Put aside your diet
- ✓ Don’t try any new food and drinks (just before the exam)
- ✓ Don’t use caffeine tablets
- ✓ Make sure to have breakfast
- ✓ Get enough sleep before the exam
- ✓ Don’t study late into the night hoping to cram in a little information

Your brain needs the energy from food to work efficiently during exam. “If you’re eating poorly and think you’ll have a snack and go in and take a test and do well, you’re fooling yourself,” says Elizabeth Somer, author of 10 Habits That Mess Up a Woman’s Diet. To operate at your best on the day of exam, you need not only the energy that comes from healthy nutrition, but also the energy that comes from sufficient and soothing sleep.

GOOD LUCK!

How identical are identical twins: can you see the difference?

words by
Zarrina Mulloboeva
photography by
Aigerim Tanatar

“**F**riends come and go, family stays there forever,” says famous quote, but what if your best friend is also your family, in fact another you? The story of identical twins Shahnoz and Shahlo proves this to be possible.

Where do you come from?

Shahnoz: We grew up in mountainous town of 30 000 people in Khorog, Tajikistan. We are two of five children in the family. We both graduated from Agakhan Lyceum, the only school with English language instruction in Khorog. Later Shahlo went on an exchange program to the USA through the Future Leaders Exchange program, and I came to Almaty a year earlier.

In what ways you are alike?

Shahlo: In many cases we have the same preferences. When we go shopping we like the same clothes and we have to negotiate.

Shahnoz: The older we get, the weirder it becomes to dress the same, so we don’t do it as often as during our childhood.

What brings you the greatest joy?

Shahnoz: chocolate

Shahlo: chocolate

What item in your closet do you wear the most?

Shahnoz: I like wearing jeans and

most of my clothes are in dark colors
Shahlo: I love dresses and bright colors

Who are your heroes?

Shahnoz: my dad

Shahlo: Greg Mortenson

What is one thing people would be surprised to know about you?

Shahnoz: I used to stammer.

Shahlo: I sing.

In what ways you are different?

Shahlo: I think Shahnoz is much calmer than me. And also she is really good at math.

Shahnoz: Shahlo is more energetic and sociable. And also she makes earrings from polymer clay.

What is the one thing your sister has that you wish you had?

Shahnoz: I wish I was more decisive like Shahlo.

Shahlo: I want to have Shahnoz’s brain. To study the same thing I need more time than her.

What is your favorite part of having an identical twin?

Shahlo: One of the best parts is being in the center of attention. Shahnoz came to KIMEP a year earlier, so when I moved here people would whisper that I’m her twin or ask about my sister. Or most of the time people mix us up.

Shahnoz: For me the best part is having a friend that will always be there for me. Since childhood we

have never really had best friends except one another. We didn’t need anyone else.

Have you ever pretend to be each other?

Shahlo: We have. Once Shahnoz had to take an interview but she wasn’t in town, so I took it for her.

Shahnoz: Or another time at school Shahlo answered in history class for me. But it doesn’t work like that at KIMEP, unfortunately. Stakes are too high.

Do people (your parents, family) compare you with each other?

Shahlo: They do. I don’t like when people compare us. Even if we look the same and are same in many ways, we are two different persons.

What is the first reaction people have when they find out you have a twin?

Shahnoz: Once some random guy asked to make a selfie with us.

Shahlo: Professors get confused when I take the same class as Shahnoz did the previous semester.

Do you have any funny stories from your childhood?

Shahlo: Once Shahnoz got lost and my sister took me and asked strangers if they saw the girl like me.

What do you want to do in the future?

Shahlo: We want to open an art institution in our home town.

Shahnoz: In fact, we have lots of business plans. But first we would like to work for some multinational company to gain experience.



Social media's forgotten etiquette

words by
Sabina Bekbenbetova

How many of your friends and relatives don't have WhatsApp, Instagram or don't use other popular social media tools? Almost all of our daily communications are performed online. We exchange hundreds of messages, post various photos to social pages or just watch others doing that all day long.

When you sign up in any social network like Facebook or Instagram, you enter a new society with its own rules and norms of behavior. If you don't follow them you risk losing "likes" and even some "followers" and "friends". At the same time, in case you do follow them you can actually break other rules of not less importance.



Facebook & VK

Spoilers are everywhere

After watching a very popular film or a TV show practically everyone feels like it's his moral duty to comment on it and, henceforward, reveal

the intrigue, ruining the pleasure for someone else. But do they care about it? Not really, as it seems.

To-do lists

"25 habits of successful people", "100 things to do before you die", "90 things to do in Summer"... Aren't you fed up with all these to do lists for every occasion? They can probably bring real results only when they are not made up for the sake of showing off to everyone on the web. Otherwise, that's just plainly useless, no?



Instagram

#every#single#word#with#hashtag

Despite the fact that it is extremely annoying, this behavior kills hashtag's main function: to group photos according to the topic.

Posting photos non-stop

Heavy-users of Instagram start their days with nice photos while lying in beds. Later on, they show their trainings, walks, studying, and even how they get sick or hurt (do they

think people like photos of painful injuries, huh?). Finally, it is quite predictable that they end the day with philosophical thought under nice pic of a night city.

Food pictures

Unless it is prepared by God, or at least by Gordon Ramsay, no one cares what you eat (except your mom, of course).

Selfies

There are a lot of people whose photos resemble one another, not because of their boring life but because of selfies that are in abundance in their Insta profiles. Practically not many people have great mimicry or extraordinary make-up everyday. So, what is the purpose of oft-recurring selfies?

Challenges

Challenges have become a mainstream, however, it happens that the main idea of them is lost. For example, how many of those whom you "follow" participated in IceBucketChallenge? I think a lot. However,

was there anyone who donated \$10 to ALS Association, as it was the underlying purpose of the challenge?



WhatsApp

Private conversation in a group chat

It happens so often that two people find a topic of common interest and instead of discussing it privately from other group members they keep trashing a common chat. Hence, everyone ends up receiving hundreds of absolutely useless messages, leading to another general problem showed below.

Missing information

Most of the chats probably connect people who have to work or study together, thereby they distribute significant information which, unfortunately, is missed often due to never-ceasing messages' flow.

Disturbance

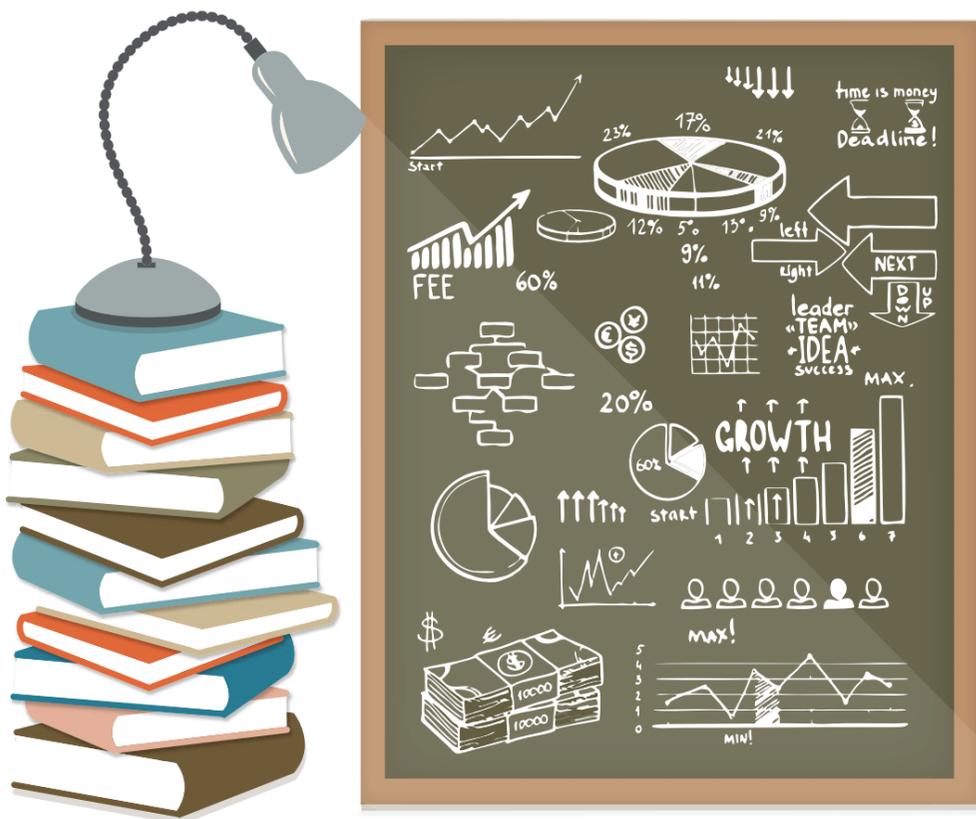
Making late calls, sending messages at night or calling your colleagues during their days-off is considered to be impolite. However, more often

than never people don't apply this rule to WhatsApp, and in some cases it's hard to ignore calls and messages as people really start harassing you.

Last seen and read receipts

Let's say, you don't want people to track you and wish to keep some privacy to yourself. Do they understand and neatly nod their heads with respect? Nope, they start sending you dozens of other messages and complaining that you ignore them on purpose. Even if you do ignore them, you aren't obliged to constantly be glued to your smartphone, are you? It should be a matter of choice, whether you would like to be visible or keep a low profile.

Respect, ethics, etiquette, manners – seems like the more integrated in the online world we get, the faster we forget these terms. Surely, we shouldn't forego the facilities offered by XXI century. Communicate, but don't become an ill-mannered zombie in the process!



A novel or a guide to finance?

words by
Alina Tuleugazy

Here we go again, the same book and this time I'm actually majoring in finance. Funnily enough, I feel like I should definitely read this book and prove everyone that: first, you don't have to be finance major to read it; second, after you read it, you won't magically become a finance specialist; third, you don't have to read it just because you study finance.

A slow read at first, at some point the story starts unraveling the depths of the main character's personality. Frank Cowperwood initially as a boy with a unique perception of life, later a young man with an exceptional potential, then an adult with so much inner flame to become a wealthy and powerful figure in the large world captured me at once. Nonetheless, from the first pages the book does introduce quite a lot of financial terms, such as *bidding*, *face value*, *stock*, *bonds* and so on. That's when I start doubting if this indeed is an easy book for someone not quite familiar with the concepts of finance. I hold my breath and keep reading, and as I go on, a happy sigh leaves my lips: even not knowing the basics of finance, the reader can surely enjoy the story itself; it's only the matter of being interested in it at all.

Money, greed, wealth, power, political games, economic development, and so many other things are implicated in this novel. While reading page after page, I immersed into the times when American economy was growing at a steady pace and when it was

facing hardships, when people turned rich in an incredibly short time and suddenly lost everything in a blink of an eye.

Yet *The Financier* wouldn't be a great joy to read if it weren't for the love line between the main characters. Focus on financial and political topics doesn't really change the fact that the book is a **life and love** story above all. So yes, don't be scared to read it if you have no clue what *credit* or *debt* means, in the worst case scenario you'll just yawn a little while reading about *depositing* and *sinking funds*. Besides that, all those tricks and financial speculations won't make you a genius like Frank, so no, trying to learn finance through this book is not really helpful.

Well, about the book being the **Top 10** to read for finance major – that is something you should decide for yourselves. It's awesome, naturally, to see familiar words you try to memorize in class being integrated into some real picture of the world, but you'll face them after university nevertheless, having read the book or not.

My verdict is that books like *The Financier* by Theodore Dreiser, *Nineteen Eighty-Four* by George Orwell, *The Prince* by Niccolò Machiavelli and thousands of others are **MUST-reads** not for particular groups of people, but for everyone even a bit interested in literature and self-development. Don't be too judgmental about such things, just read whatever you like, be it *War and Peace* or *Harry Potter*!

“If you study finance you are supposed to read *The Financier* by Theodore Dreiser, otherwise you can't be a good finance specialist,” I heard one day. Yet with this book being a fiction novel you can't possibly believe that reading it will make you a financial guru, or can you?

One day my brother, studying in IT department, suddenly asks me if I ever read *The Financier*. That is the first time someone mentions Theodore Dreiser's first book of *Trilogy of Desire* to me and passionately insists I should read it.

“I heard if you are finance major, reading *The Financier* is a **MUST!**”, says my groupmate once.

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