

KIMEP TIMES

SINCE 1995

KIMEP Titans Rebirth

words by Ulyana Sachkova

photography by Olga Apelganets

Both KIMEP University and KIMEP Titans are famous for the unique American culture and represent Kazakhstan from another perspective. Whereas the University is actively spreading its image, Titans were not visible during various events for a while. Where are they? What

are they doing? We have asked Dmitriy Khe, the current president of KIMEP Titans organization. He gave us an insider clue about the situation.

Titans is the organization which is truly into sports, and particularly American football. There are professional coaches leading the team of highly motivated players. In fact, these guys are not only players but also colleagues, friends, and even family because Titans unify diverse people and inspire them to develop with the team.

“A mere thought that I am a part of KIMEP Titans makes the goosebumps run all over my body,” - says Dmitriy.

At the moment there are a lot of elder generation representatives (legionnaires) who have been in this sport for a very long time. They improved the situation of American football in Almaty in general on the platform of KIMEP University. As American football has already become the part of their life, these legionnaires are happy to train the players and help them to grow.

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Faculty Teaching Evaluation Survey: Making a Show or a Difference?

words by
Leila Fatullaeva

At the end of each semester Faculty Teaching Evaluation Survey is conducted through university webpage. Students have an opportunity to “grade” professors from whom they have taken courses during the whole semester. Since there have been many talks about evaluation survey, its objectivity, relevance and benefits, KIMEP Times team decided to make our own investigation regarding the issue. We asked some KIMEP students and staff about their opinion and thoughts concerning the topic. The questions were: **What do you think about Teaching Evaluation Survey? and Is it worth conducting or not?**

Seunghee Yoon, a second year student from South Korea

“The evaluation really affects the performances of professors, their methods of teaching. Students are customers and such evaluation surveys and comments regarding education service are in the scope of their interests. It is a good practice at KIMEP when professors receive some comments and then try to improve their performance every time. However, there is also such a thing when the students’ evaluation and comments are mostly dependent on the professor’s behavior and attitude. For example, if a lecturer is strict during classes and exams, than students put weak grades, and vice versa.”

Zulfiya Urunova, a third year student

“The evaluation of professors is not as effective as it should be. Even

though students are complaining about some problems, they are not being solved. Staff and those offices that have an access to this information and evaluation ratings should first of all take measures to improve the issues arising in educational processes.”

Aziza Akilova, a fourth year student

“It is supposed to be beneficial. But, I think it works in the opposite way, makes things worse. Because, if students write critical comments to professor, then he or she may try to get revenge. For example, in one course that I took previously there was a “difficult professor”. At the end of the semester majority of students who took the same class from this lecturer wrote many comments that were criticizing the teaching style and behavior of that instructor. Soon after that our group was supposed to have a final exam for this course. During the exam the professor was unusually strict and instead of officially required two hours of exam duration the professor shortened it to one hour. Many students could not even answer all of the exam questions for such a short time. Therefore, I no longer trust this survey and it seems to me that it is not confidential.”

Kristina Udartseva, a fourth year student

“The evaluation survey is important and necessary, because there are professors at our University who read all comments and analyze the ratings. Such professors are relating very attentively to students’ opinion and always try to improve their way of teaching”.

Dr. Nurilya Shakhanova, Director of Office of Quality Assurance and Institutional Research at KIMEP University

“Our department plays a role of intermediary in terms of receiving the data from students’ answers and comments and then sending this information to the Dean’s Office. By the way, no names and IDs are being disclosed, everything is done confidentially. The Dean’s Office just receives survey results and comments regarding any professor. After that, Deans analyze the information, and if there are some critical recalls then there should be a discussion of the issues.”

No one can influence or impact the Quality Assurance Office’s work. The employees have a huge work experience and always try to be highly precise and objective while delivering students’ claims and suggestions. Beside that, there is a high guarantee that there won’t be any information leak and disclosure. The aim of the Quality Assurance Office is to pay attention to students’ opinion, claims and advices concerning the university life and education issues.” As an example Dr. Shakhanova told us about the dormitory and campus renovation: “Many students were suggesting about changing the living conditions in the dormitory and update the campus view, as a result various changes have been occurred.”

We asked the professor of Sociology at KIMEP University Dr. Nurseit Niyazbekov several questions concerning our topic. Firstly, we asked professor’s attitude regarding Teaching Evaluation Survey and he replied that:

“I take this survey very attentively and carefully. I do care about the students’ concerns and suggestions. Every time I try to improve my classes and teaching style. For example, after some students’ suggestions I decided to implement online video lectures and distance learning in order to make the studying process easier and more convenient. Every student’s comments and grades are received anonymously, no names and IDs are being disclosed to professors and administration. Moreover, I am not interested in who wrote any particular comment, instead, I am much more interested in paying attention to students’ advices aimed to make the course more interesting and beneficial. However, some years ago one student wrote that allegedly I have some biased attitude towards the international students, while in fact it was not like that. Only at that time I wanted to know who exactly had left such comment.”

Next, we asked Dr. Niyazbekov is there any problem when students just click to any answers randomly in order to get rid off it quickly? The answer was:

“Yes, of course the problems occur when we do the review process. Because of students’ indifference one professor may have the lowest possible grade and another one the highest. At this moment the discrepancy occurs and we cannot receive objective and fair results. The professors are very concerned about the survey results and sometimes even their career and reputation is affected by that.”

Dr. Niyazbekov’s opinion about

what would happen if the survey was changed from obligatory to voluntarily and on suggestions for improvement:

“I think that after this change the answers will be more fair and objective. However, the turnover rate will be low. Not many students would pay attention to fill out the survey if it is not required. As I know, in some universities of England there is a “Prize draw” teaching survey. At the end of every semester the professor brings the paper sheets with the evaluation questions to students and then leaves the classroom for an hour. At this time, the students fill out the teaching evaluation survey anonymously and then submit it to one of the students. Moreover, by the principle of random selection the university administration chooses any students’ survey and then give to that person any gift. Some 8-10 years ago there was such practice at KIMEP, but then it was changed to the current one. I do not know the reason of such change, but I think the paper based method is better.”

Based on the above answers it can be concluded that Faculty Teaching Evaluation Survey is a controversial topic at KIMEP. There are various opinions and views regarding one question that was asked from students, administration and faculty.

In general, principle of continuous improvement and development can be achieved through efforts from both sides: students have to put justified and objective comments and professors have to take timely measures to solve any issues regarding their teaching.

KIMEP Titans Rebirth (continues from cover page)

They gain a lot of knowledge as one of the coaches is from Florida, USA.

Last year, on October 22nd, the team went through a special training, which was organized by KIMEP University at the field of Almaty International School. Andy Barnett, a professional American football coach in Australia, gave a master-class session and taught players a “real game”. This valuable experience motivated boys even more. They have been working really hard, and now are ready to give a chance to those who are willing to become a part of the best Central Asian team. Sounds weird? In fact, Titans have been constantly proving this status over the last couple of years. They were literally crashing teams from Almaty, Karaganda, Astana and Bishkek, which is a real matter to be proud of.

Not only pride but also fame chases Titans. They are becoming more popular, especially after they appeared on Zhana Kun TV program and took part in a promotional campaign in Hardee’s. They are also trying to find sponsors. Want to know

why? KIMEP Titans have been invited to Dubai to take part in the World Championship! It means that they will be able to present themselves on behalf of the whole Kazakhstan, entering the game at an international level. Unfortunately, not all the players are able to gather money to buy tickets and pay a \$250 participation fee. This can become a serious obstacle, which will result in them skipping the Championship in Dubai.

Mostly the players are students, and consider American football as a hobby. They are not ready to spend their entire capital on the games, equipment, uniform and etc. However, sometimes they invest their own money as well. For instance, recently Titans decided to collect money and buy equipment for the training sessions. It shows their passion about the sport, and a strong will to continue their work.

Recently Titans launched its “rebirth project”. This organization wants to raise the spirit of players, and actively promotes itself at the university, as well as at a Central Asian level. Titans will be happy to visit Bishkek and show their



outstanding skills under the flag of KIMEP University. They are also planning to invite the teams from Dubai and Turkey for a “friendship game”. They are sure these activities will serve as a good start for larger goals.

KIMEP Titans believe that the accomplishment of their goals will diversify the student life and give a feeling of unity and pride to all the members of KIMEP community. Let’s see and keep track of their success.

COME AND SEE!

★ Titans are playing on Tuesdays and Thursdays at 18.30 and on Saturdays at 15.00. ★

★ You are welcome to come and see the games if the weather conditions are good. ★

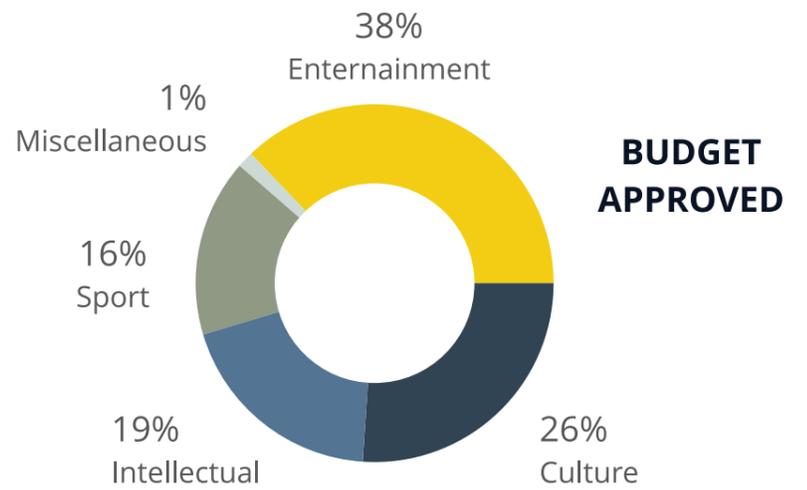
★ The new generation of KIMEP Titans appeared on March 4, 2017. ★



Budget Committee Decision for the Spring 2017 Semester

The purpose of the Student Activity Fee (hereinafter SAF) is to provide funds to improve the co-curricular environment for the students of KIMEP University. SAF shall be used exclusively to support KIMEP University's mission and vision by advancing the education of the students; to promote the general welfare of the students, to preserve within the University an atmosphere of free discussion inquiry and self-expression, in order to appropriately organize the responsibilities of participating governance in joint effort among students, faculty and the administration of KIMEP University.

- from Student Activity Fee Funding Policy



EXPENSES (EVENTS)	REQUESTED	APPROVED BY BC
Student Magazine (KIMEP PIE)	KZT 1 000 000	KZT 1 000 000
Free Market (KIMEP Tree Huggers)	KZT 51 500	KZT 51 500
Scavenger Hunt (KIMEP Tree)	KZT 24 000	KZT 24 000
Flower Garden (KIMEP Tree)	KZT 11 650	KZT 11 650
KIMEP Titans	KZT 559 500	KZT 319 500
KIMEP BIG JOB FAIR (Door)	KZT 400 000	KZT 0,00
The Smartest Guy in the room (KAFC)	KZT 246 000	KZT 246 000
Stars on Ice (KASD)	KZT 2 020 000	KZT 1 000 000
Exhibition (Art Revolution)	KZT 688 335	KZT 398 000
Rehearsal Base (KADA)	KZT 1 000 000	KZT 1 000 000
KADA Annual Concert (KADA)	KZT 1 000 000	KZT 737 000
Dota 2 Challenge (GSC)	KZT 105 704	KZT 105 704
Uniform (KIMEP Comedy)	KZT 68 400	KZT 68 400
TOP Model (KFI)	KZT 733 660	KZT 560 000
EXPO (BIS)	KZT 358 000	KZT 0,00
Farewell Party (BIS)	KZT 144 000	KZT 0,00

Book Swapping (BLOGS)	KZT 85 000	KZT 67 000
Poetry Evenings (Amanat)	KZT 414 300	KZT 334 300
Cinderella (KELT)	KZT 1 000 000	KZT 0.00
Ball Masquerade (KISA)	KZT 1 070 000	KZT 470 000
Magazine (RIO'I)	KZT 1 000 000	KZT 600 000
JESSUP (Moot Court)	KZT 1 000 000	KZT 335 000
IDC CUP (IDC)	KZT 110 000	KZT 60 000
KIMEP CUP (IDC)	KZT 60 000	KZT 10 000
Best Room (Dormitory)	KZT 20 500	KZT 0,00
Soccer balls (Independent students)	KZT 180 000	KZT 0,00
Alumni Association (KIMEP EVENTS)	KZT 1 400 000	KZT 1 000 000
Cooking Day (Dormitory)	KZT 147 500	KZT 122 500
Banners (KSA)	KZT 21 000	KZT 21 000
Teambuilding (DORM)	KZT 100 000	KZT 0,00
Nature trip (DORM)	KZT 170 000	KZT 0,00
Sport Day (Dorm)	KZT 120 000	KZT 120 000
KVN (KIMEP Events)	KZT 459 000	KZT 459 000
TOTAL	KZT 15 768 049	KZT 9 120 554

Traffic on a Two-Way Street: Communication Challenges in KIMEP

words by
Zarrina Mulloboeva



It's interesting how during the times when there are so many communication channels available, we don't hear each other. Multi-dimensional conversation among KIMEP stakeholders is experiencing distortions: critical information is not being communicated on time and high-quality feedback is unavailable. What has been done and what opportunities we can explore for better understanding?

KIMEP administration uses various communication channels as email, face to face conversations, social media, website, portal and posters on campus to communicate all sort of information starting from guest lecture announcements, celebrations and ending with part-time job positions. However often students' questions remain without answers.

Miscommunication starts from the moment of enrollment. "I had quite a few questions about the application process and my emails were not answered by Admission Office. After four days I finally could call them not without a help of my local friend" says international student from Tajikistan.

"When I transferred from another

university in Admission office I was told my credits could not be transferred. However, after a few inquiries in different offices, I learned the opposite was true. You often have to look for an additional source of information somewhere else to be sure" says third-year accounting student.

Students enrolled after 2013 Academic year have different requirements for graduation including physical education, additional major courses, and thesis/state exam. Four years later introduction of new academic policies some requirements still not clear. Announcements about changes in academic requirements first come in a form of rumors and then a few days later students get an official email or announcement. Academic advisor either do not know or information they provide keeps changing.

"Registration for these exams was a mess. First, we were told we had to go to BCB coordinator and ask to open registration for us. We did go and left our names and ids before winter break. And when by the beginning of the semester we still could not register, we had to go through this procedure again."

"I will graduate this semester and I

have registered to take two exams at the end of the year and I still do not know any details."

Some professors are not accessible outside the classroom, especially through email. "When I was on an exchange I tried to contact professors during the registration period in order to clarify some course requirements and notify them of my late arrival but never got their replies."

"Students have 48 hours to appeal after final grades were posted but some faculty members do not come to KIMEP so students cannot check if grades were correctly posted."

Instructors say they receive too many emails to have time for replies, however few of them do find the time. "There are few professors and staff members I know will write me back. I was very surprised when I got a confirmation that professor received our project."

Faculty Teaching Evaluation Survey is a teaching quality assessment by students and one of the main feedback channels. "I try to avoid Faculty Teaching Evaluation Survey because I have heard so many stories when an instructor was told who complained student was. And this happened despite the fact that a complete confidentiality was prom-

ised. I think that KIMEP should pay more attention to the problem of miscommunication."

During the registration and add-and-drop period number of complaints increases. "I registered for a class from a certain instructor but a different instructor was assigned and I wasn't even notified about it," says fourth-year finance student.

While there are many issues regarding communication at KIMEP there are many categories of audiences within the university: faculty, staff, students, parents, support services, and vendors. Maria Mikey, communication officer at President's office says "it's natural to have internal communication challenges because reaching such a large group of people is not easy"

"Last November a group of students came and expressed their concerns about support staff they work with, internal communication issues with the internship, communication from the academic unit, some professors not communicating about changes in schedule, etc. Each unit of the university has its own challenges but we are doing everything there is to do to resolve these challenges and make sure there is as little miscommunication as possible" says

Maria.

"Communication is a two-way street and in this current situation, the fault is on both sides: messengers and students. Students do not pay attention to communication channels. We expect university students to be more responsible when it comes to some issues. For example, this semester 90 freshmen students did not know they had to register for classes and came just after add/drop period" says Maria Mikey, communications officer at the President's Office.

Formal channels of communication do not seem to be effective anymore. "Students are hesitant to address their concerns or questions. They rely more on getting information from their peers" says Aigerim Ibrayeva, Dean of Student Affairs. Office of Student Affairs uses Whatsapp groups of KSA and student organizations to disseminate information among students.

The administration is working on developing additional channels of communication, being more active on social media. Marketing department works on redesigning the website and a mobile application is planned to be launched during the current semester.

Alcohol Ban: How Deep Are the Roots?

words by
Sabina Bekbenbetova



Previous Fall semester was so eventful that its echo still resonates in our ears. Practically all KIMEP community is aware of incidents that took place at Halloween and Commencement where policemen stopped the party after 00:00 and all our Cinderellas had to leave Ritz Carlton beforehand. Some argue that it was KIMEP Administration who threw sand in the wheels to KIMEP parties, others assure that improper students' behavior can make anyone impatient. Having held the interviews with Ms A. Bergazdenova, Ms A. Ibrayeva, and Dr T. Barnett, KIMEP Times tried to figure out the roots of this problems, and why they couldn't reach an agreement.

Aidana Bergazdenova

Vice-President of Administration,
Student Government

This may sound sharp but student life in KIMEP is dying, and not just because of such incidents that happened at Halloween and Commencement. I often reminisce about how KIMEP was full of fun before the time when promo actions on the Ground were prohibited. You could just enter KIMEP and immerse into the unique atmosphere with performances, music, and invited guests. All organizations competed and at the same time developed, while trying to create something extraordinary and surprise everyone.

During the Fall semester, the presidents of Friends and PIE contacted us to discuss an issue about the prohibition of financing alcohol which led to a substantial decrease in their budgets. According to my experience and experience of the current presidents of Friends and PIE, the shortage of budget for the events forced them to increase ticket prices and to sell them to the students from other universities. If previously disputes and fights frequently arising among KIMEP and non-KIMEP students were already causing concerns, now that the probability of them happening has sharply increased, this will escalate into an even bigger issue.

Another well-known problem is the alcohol consumption. In my opinion, in a country where everyone can buy alcohol at any bar or shop, the choice to drink or not to drink fully depends on the person. For sure, the Student Government and I personally don't appreciate it, but every student should decide for himself and take all responsibility for his actions. Considering the issue of under-aged students staying at the party after 22:00, I can say that if parents trust their children and allow them to do so, who are we to forbid them?

The reason why we decided to create a petition was to understand whether our students agreed with their student fees to be spent on these events or not. Then we initiated a meeting with the presidents of organizations, KIMEP administration, and Student Government. But, unfortunately, our trilateral negotiations weren't crowned with success. Despite the fact that presidents showed their readiness to take all the responsibility on themselves, prohibit entry for non-KIMEP students, and limit the number of guests, administration stood its ground, insisting that financing these events negatively affects the image of the university. However, I think that a bright student life is one of the main reasons why enrollees have been choosing KIMEP during all these years. And what is more important, KIMEP is well-known for the professional approach to everything, and the organization of student events is not an exception. That's why

I think these obstacles should be overcome by means of cooperation between student organizations, administration, and the Student Government. We all think that the events such as Commencement, Sophomore, Golden Middle, Awards, Graduation bring our students together. I know how hard-working our students are, and they deserve some time to relax with their peers.

Aigerim Ibrayeva,

Executive Director of Student Affairs

Until 2014 KIMEP's most important four parties (Commencement, Sophomore, Golden Middle, and Graduation) were financed from the student fee budget. And we always had problems with three of them (Commencement, Sophomore, Golden Middle), including Pie Awards. Despite the fact that they are originally made for students of different years, in general the problems associated with them are all the same: vomits, fights, calls for police. There are no doubts what provokes such kind of behaviour - alcohol.

A couple of days before Commencement 2014 at Rixos the Office of Student Affairs was informed that there could be provocation with shooting. That is why I personally came up to the security guard at Rixos and informed them about that. I also obliged the Student Government to attend this event and observe the situation. Luckily, the worst thing didn't happen, yet the Rixos administration sent an official Complaint Letter directly to Dr. Bang. It included an explanation of the overall revoluting behaviour of KIMEP Students (vomits on the floor, mass fights, overdrunk students), and more precise descriptions of the fight with the staff taking place, during which someone has torn the staff's uniform. KIMEP had nothing to do but to write them an official Apology Letter, and provide a restitution.

Shortly after that the same situation happened one more time, in the Spring semester but, fortunately, the Complaint Letter was sent directly to the Student Affairs.

However, the content of the letter was much worse: a mass fight happened again, but this time, students broke a door and ran away without paying about 360,000 tenge.

As soon as KIMEP bore responsibility for all these events, it was the last straw and the turning point. It was important to develop a student policy according to which events with alcohol were removed from KIMEP budget.

Nevertheless, some accidents still take place. As for Commencement and Halloween in the Fall 2016, we found out about the situation post factum. After the Commencement we received an official letter from Ritz Carlton security that it was them who called the police and started to expel guests from the party, because there were around 900 guests instead of 500 agreed.

It's quite obvious why our students' parties don't enjoy a good reputation, especially among parents who call us and ask whether it is true or not that KIMEP organizes such events. We usually reply that all the parties and their consequences are on the students' shoulders.

Concerning the situation with KSA petition, we have already offered them many times to create a non-governmental organization, to take all money that are given for parties and do whatever they wish (pay themselves, enter into a contract, and so on). But they don't want to take the responsibility. If any of my superiors accepts

their petition, I will resign from organizing all parties. I won't sign any of these documents and break the law by doing so.

Dr. Timothy Barnett,

Provost and General Deputy to the President

Now that we've started looking for the place to conduct the 25th KIMEP anniversary at, we faced a certain problem: due to the bad reputation of our student parties,

hotel management is afraid to host KIMEP parties because of the fear of what's going to happen (fights, inadequate behaviour, damage of facilities). Since in general KIMEP is known for the great graduates who work hard and do their job very well, we don't need to get a reputation of being a party school.

It is true that all over the world student parties don't have a good reputation. In particular, there are a lot of problems with alcohol abuse in the USA. That's why they

have a Greek organization that supervises alcohol consumption during the parties - how much alcohol can be served, who can be served with it, how much food and non-alcohol beverages should be available. They have professional staff members and additionally hire the police to come in, stand back, and watch what's going on. If they

see a violation, they stop it; if this violation is serious, they have the right to shut the party down. Actually, these are only short-term tactical measures, but strategic one is an alcohol education. I see our role in providing adequate educational trainings about how much alcohol can be consumed, how it affects the body, what is the difference between men and women in terms of appropriate doses of alcohol, how to prevent sexual assault, and so on. I guess the Students Affairs Office could be the one to organize these trainings and then, we can recommend students to attend them.

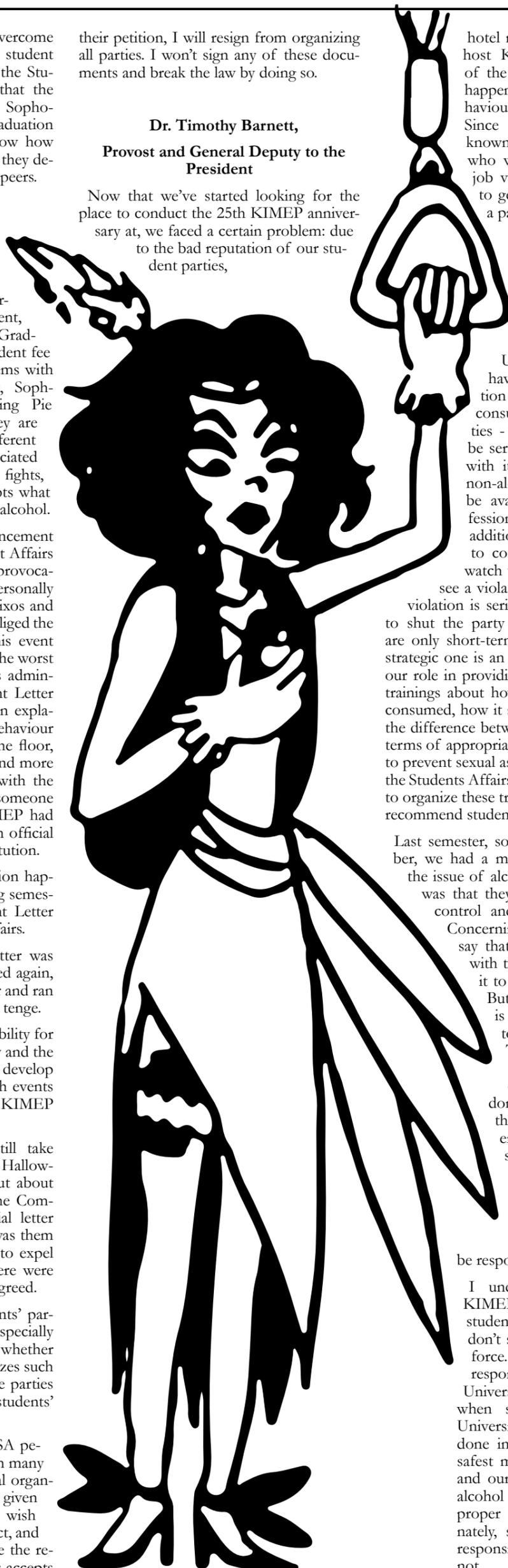
Last semester, sometime in late November, we had a meeting with KSA about the issue of alcohol parties. My request was that they address how they can control and manage these issues.

Concerning the petition, I could say that KSA should come up with the proposal and present it to the President's Cabinet.

But what's more important is that the students have to show responsibility. They need to host a couple of parties on their own, and it needs to be done in such a way that they demonstrate proper behaviour. So that if students are willing to follow the guidelines, we will be working with them, and KSA President together with Vice Presidents should

be responsible for all the parties.

I understand that it's not KIMEP's responsibility to stop students from drinking, and we don't see ourselves as a moral force. However, we bear the responsibility for KIMEP University's brand name. Thus, when students represent the University, the events should be done in the healthiest and the safest manner for our students and our reputation as well. So, alcohol is not an issue but improper behavior is. Unfortunately, some people can drink responsibly, whereas others cannot.



Mars Leadership Project

words by
Dilda Kaishenova
photography by
Aray Osanova



Nowadays, students are interested in being involved in practice while getting theoretical knowledge. Especially the third and fourth-year students need some empirical basis to be ready for their future lives. A new opportunity, luckily, was established at KIMEP University by Mars as a one-semester course called Mars Corporate Honor Class, which trains future business leaders.

It is the first time Mars organized not just guest lectures as usual, but an entire course. Moreover, KIMEP University is the first place where managers decided to start from, because of their long-term cooperation. It is considered to be a step-change in their partnership. One more interesting fact, according to Ayana Mukhitova, Corporate Affairs intern, is that this course is a neutral beneficial course, which means that Mars does not get any financial benefits.

“We have a principle in Mars not to keep our knowledge for ourselves, we have to share it with students”

-Tanzilya Abilmazhinova, Consumer and market insight specialist, LDP

The course is destined for the third and fourth-year students from marketing, management and finance.

The course consists of a theoretical part (lectures and master classes) and a practical part (business games and case championships). It is interesting to note that Mars managers who conduct those lectures are changing every lesson, therefore students are not bored with the monotony.

“I like the fact that they introduce us to various departments and explain their functions. It expands your insight of FMCG”

-Abay Amantayev, marketing student

The course aims to show students how to solve business cases, launch

the product and make winning decisions. The Mars Academy does not guarantee that everybody will get jobs, but it depends on students' ambitions. In addition, during this course, students have an opportunity to find mentors who can guide them at the beginning of their career. In

any case, at the end of the course students, will have specific practical knowledge and operational skills in the business sphere.

“It would be foolish if I missed the opportunity to get the knowledge from experienced people”

- Aray Osanova, finance student

According to Liza Rybina, the course curator, Mars and KIMEP University have mutual benefits from this course. The university improves students' education, and it receives better educated students that will most probably be prospective employees after graduation. As for Mars, it enhances its image, and recruits new personnel.

“Even though the main Mars strategies and all their secrets are hidden from us, they teach us their way of thinking”

- Kamilya Arstanova, marketing student

This is a pilot project for our university. Therefore, if the academic performance complies with all norms, this course will have a chance to be replicated.

“I think it is going to be a good experience. You understand business process better and, therefore, your opportunities to get a job in the future multiply”

- Madina Kenzhebekova, management student



Changellenge in KIMEP Colors



words by
Alina Tuleugazy
illustration by
Nazira Berdybayeva

“Business cases with universities as a target rarely appear in the case competitions around the globe and it's a great honor for us to write such a case about one of our major partner universities – KIMEP.”

- Ekaterina Butorina, Partner & Founder, Changellenge

Changellenge, founded back in 2007 with a purpose of attracting, selecting and training youngsters searching for job, is an organization conducting a huge number of different marketing and business campaigns, case challenges, various events oriented at career building, and so on. Among the general audience it is best known for conducting case competitions all around Russia and in Kazakhstan, gradually expanding and building a large network of young student professionals and companies in the region.

The idea of the case competitions lies deeper than in simply competing for the sake of competing – Changellenge is a platform where employers meet their prospective future employees, not necessary the winners, but the outstanding youngsters that are able to catch attention of big companies.

KIMEP University was the first educational institution to collaborate with Changellenge organization back in 2013, when student case solving competition came to Kazakhstan. Since then our students have been demonstrating an excellent performance, always making it to the final rounds, eager to win and show what they are worth of, impressing the jury and getting job or internship offers.

Karina Garafutdinova, the fourth year student majoring in Accounting, has participated in Changellenge twice already – made it to the finals in 2015 and won second place in 2016. “The most memorable thing was the reception with tables full of food of course,” laughs Karina. “Jokes aside, the day of the finals is the one day that will always be etched into my memory. It is the most important moment for the team, one that defines the hard work of two exhausting weeks, all the efforts combined together and blended into 10 minutes presentation. In such moments you feel the team spirit and all the drive from the process around you the most.”

Here, in Kazakhstan, Changellenge is always divided into two rounds. The first round is the one with a business case that needs to be solved within one or two weeks, whereas the second round is another case that the teams need to solve the very day of the final.

“In 2015 the cases for two rounds were complimenting each other,” shares Karina. “Mainly, the cases were about optimizing the costs of KazMunaiGaz company. I guess it's

much easier when you already have background information from the first round and there is no need to invent something from scratch. However, in 2016 it wasn't that simple: the first round case was about Leroy Merlin company with a task of developing a market entrance strategy, adapting it to the specifics of Kazakhstan, and the second case was suddenly from Mars company, particularly its Wrigley segment, implying that the teams have to come up with a strategy for increasing the chewing gum consumption.”

When the cases differ from round to round, the pressure is unbearable and the panic is inevitable at first, and some may doubt whether it's effective or not. Ekaterina Butorina, one of the partners and founders of Changellenge, insists it is quite effective. “The more cases students solve, the more prepared they are to the start of their future career,” she says. “A well-prepared candidate that has already solved different business cases is a desired candidate for companies. In Russia we conduct not two but three rounds, and all with different cases, so for Kazakhstan – with only two rounds – it's almost a vacation.”

Last fall semester Corporate Development Department of KIMEP University approached Changellenge organization with the offer to mark the university's 25th Anniversary with KIMEP brand Changellenge Cup in April 2017. KIMEP top management and Changellenge organization approved this initiative, and now Changellenge team in Mos-

cow is working on the case devoted to KIMEP University's future vision.

“It's a great honor for us to write a business case about one of our major partner universities,” comments Ms Butorina. “Such case is very unique in terms of being devoted to an educational institution and not a company. We are planning to provide the participants with necessary literature about case solving, conduct online seminars and collaborate with mentors from KIMEP, like we usu-

ally do. I believe for KIMEP it will be a great step for its further development as an intermediary between students and employers.”

competition dedicated to KIMEP brand, and about 100-120 finalists will be selected – potential elite cohort for the employers that are always interested in strong graduates. “KIMEP always keeps up with the trends, and business case is a great opportunity for the university! I'm sure that students from all participating universities will be interested in developing a solution for KIMEP, and taking into account the fact that we, students of KIMEP, know our



university like no one else, it's a good way of contributing to our alma mater development,” adds Karina.

Indeed, there couldn't have been a better way of marking an Anniversary but dedicating a large case competition to it. As the Changellenge Cup is wearing KIMEP colors in Spring of 2017 and our university is getting ready to celebrate 25 years passing from its foundation, let's prepare to rock it this year and win the Changellenge Cup of Champions back!

18 Years Hand in Hand: A Triplets' Story

words by
Sabina Bekbenbetova
photography by
Symbat Rat



“While sitting in the class and waiting for the professor to be finally done with checking attendance, I suddenly heard that two students had the same surnames. Luckily, the professor was as curious as I, and asked them whether they were twins. But they replied that they were triplets! So, I decided to learn more about them and share it with you”.

A long time ago, in 1998, the triplets drew their first breath at one of the Almaty maternity hospitals. At that time they didn't even realize how happy they would be for being born into a big and loving family. Symbat Rat, the eldest of the triplets, shares her experience about what it means to be triplets.

Was it a big surprise for your relatives when your mom brought triplets into life? Are there any other twins or triplets among your relatives?

As far as I know, there were twins among our father's relatives, but we are the only triplets.

Parents and relatives were really surprised by our birth. Initially, our parents wanted a boy, since they already had three children all of which were girls. At an ultrasound exami-

nation, our parents were told that they were expecting twins. However, triplets were born in the end, with a five-minute difference among us. I am the eldest, the second is my brother Azamat, and Kymbat, my sister, is the youngest one.

How often people ask you about the fact that you are triplets?

It usually happens at educational and medical institutions. Actually, people notice it only if they see that we have the same surnames, since our appearance is absolutely different.

Are there any stereotypes about twins or triplets that annoy you?

Sure, for example, many people ask us why we don't resemble one another. They often impose a ste-



reotype that twins and triplets must be identical. Besides that, they ask something like: if they pinch one of us whether another will feel it as well or not. People also wonder if we have a special mental connection between each other. In reality, we have the same connection as all brothers and sisters do. However, this connection is much more evident between my sister Kymbat and me because

sometimes we think and talk about the same things.

What do you prefer more - spending time together or on your own?

It depends. Sometimes we get tired of each other. Then, we go to our own rooms and everyone does his (her) own business. However, since we have more friends in common, we usually go out together. And cel-

brate our birthdays all together as well.

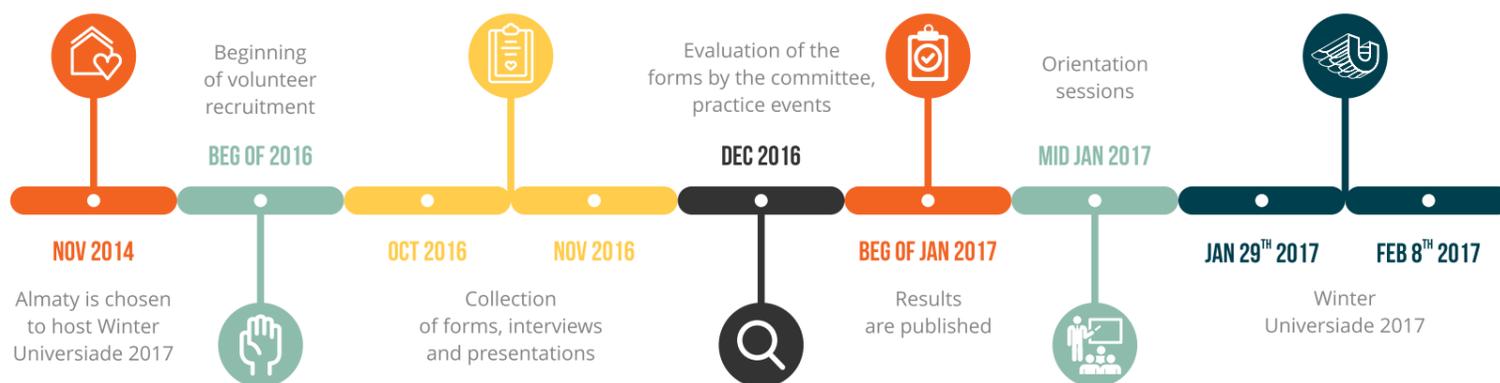
How does it feel to grow up in a big family of six children?

Having a big family means having large celebrations every weekend and on holidays. We all love the days of family "reunification". These days are usually spent joyfully but, unfortunately, they pass very fast. They start from mommy's dishes and finish with jokes and laughter to tears. From year to year, our family gets bigger and bigger - soon there will be no place for everyone at the table in our parents' house. To tell you the truth, sometimes I get tired from all my nieces and nephews, sisters and brothers, but then I realize that I cannot imagine my life without them and all the hustle and bustle that they generate.

Nowadays more and more families are becoming smaller with one or maximum two children, and in this light, Symbat's large family deserves respect and admiration. No matter how difficult things can turn out, there will never be anyone as close to us as our brothers and sisters. And what a pleasure it is when parents give you a chance to have not only one or two, but five of them!

Students of KIMEP as Volunteers at the Winter Universiade 2017

words by
Malika Shakarim



In November of 2011, International University Sport Federation (FISU) announced that Almaty will host the Winter University games of 2017. For the dates of Universiade, January 29th through February 8th, the city obtained a different dimension with new facilities, new policies, and buildings that were added onto the map of Almaty. As an imprescriptible part of the event, volunteers were recruited and trained to assist in hosting Winter Universiade. 112 student of KIMEP Students expressed a wide interest in applying and taking part as volunteers.

At the beginning of 2016, the Directorate of the Winter Universiade in Almaty called upon opening its doors for the applicants who want to become volunteers. For the next six months social networks were striving to inform and engage young adults of Almaty to join the community of

heart-welcoming volunteers. Head of Volunteers' Services Department, Ablay Kondybayev, and the members of organizing committee, Aziz Kazhdenbek and Meiram Baiguzhekov with the collaboration of students gave information sessions, organized orientations and interviews around the universities of Almaty.

By the early dates of December, almost 15,000 forms were collected and processed by the special committee. The role and objective was to distribute prospective volunteers to different functional directions according to their skills and character traits. While the admitted committee was processing the forms, the applicants had opportunities to participate in the qualification and testing events throughout November and December to demonstrate the willingness to fulfill freetime with participation in these events.

After a month of waiting, the results were published by two long

lists consisting of 1,000 names each. The account of the Universiade's Volunteers were banging in views as hundreds of young men and women were scrolling down the feed to find their names. From all over the world, young students, adults, and even the elderly found the results to be overwhelming and satisfying.

From KIMEP University, 112 students became volunteers and dedicated their time and skills to become a part of an international event. Students of KIMEP took over positions of coordinators, Attaches, Linguists, Food and Beverage, Sport, and Venue functional directions. The main advantages of the students of KIMEP, the skills in languages and experience with international events, lead them to more broader opportunities at the Universiade.

In the mid-days of snowy January, volunteers were given preparation and orientation sessions. Each department lead its orientation accord-

ing to the protocol and requirements set by FISU. Orientations were crucial to understanding the procedure and goals of functional directions. Moldir Abdildina is a young and out-going student of KIMEP's School of Law who values opportunities for self-development. The Department of Volunteers assigned her to entertainment and work with the audience. To understand the expectation from the department, Moldir has attended the orientation sessions and carefully examined the details of her future work.

As Winter Universiade began, each member of multiple functional directions stepped into the period of hard, stressful, but overwhelming life of a volunteer. The attache of the USA team, a student from KIMEP's Bang's School of Business, believes that the most stressful period was the days of the delegations' arrivals: "Five days before the games, team by team, delegates by delegates, arrived

to Almaty. The USA team arrived during the night time, so it made extremely hard to combine volunteering and attend classes. Thanks to the guests', members of the USA team, for easing the period with their positive and friendly attitudes, I have managed to successfully complete both of my pleasures."

Twelve breathtaking sports made up the catalog of Winter Universiade's games, one of them was biathlon, the combination of cross-country skiing and rifle shooting. Rustam Kolumbayev, young and passionate student of KIMEP's School of Law, was fascinated by the sport. He has attended a number of practice events back in November and was assigned as a venue volunteer on the Alatau Complex.

On the February 8th, Almaty Arena hosted the closing ceremony of Winter Universiade 2017. During the night and the next two days, Athletes' Village was giving up the atmosphere and energy of the games as the guests departed. Both afflicted yet overwhelmed by the end of the games, delegation members, athletes, and volunteers have experienced the beauty of Almaty and the excitement of the games.

As Nail Nurov said, "Being a volunteer is a calling of heart, a pure and natural feeling of sincere help and friendliness". For some volunteers, the Winter Universiade was only the beginning. They are planning to take part in the upcoming EXPO 2017 in Astana also as volunteers.

Wasted Time in Social Media

words by
Aidaná Dosseke
illustration by
Nazira Berdybayeva



There are 24 hours to complete all your plans for today: either start being productive or find yourself in the time wasted. Of course, there are many popular ways people waste time, and the case might be doubtful, but today's youth are mostly stuck in social networks more than in any other destructive activity, the content of which gets sillier every day.

As we are students of one of the best universities in our country, there is a lot of hard work during studying, including extra activities, like work or household. And there is just no time to waste, because all of this is extremely valuable. But people tend to distract themselves with endless feed. Globally, people spend more than 50 minutes a day on average, but there are cases of 3-4 hours of using the social network. Is it on purpose?

There were millions of examples of checking phone just for one more vine or Kardashians' photo, and two hours are lost straight. And people might say that this is an unconscious waste of time, but the horrible truth is people choose to stay in social network for a bit more than they should. There is a total

awareness of what they are doing, but they just choose to go on.

Looking from a different angle, the use of social network is considered as by-time to rest from work and exhausting plans. That is what most people say when the social network conversation comes around the corner. People would always find pseudo arguments to outweigh the bitter truth, especially when they know they're doing it wrong.

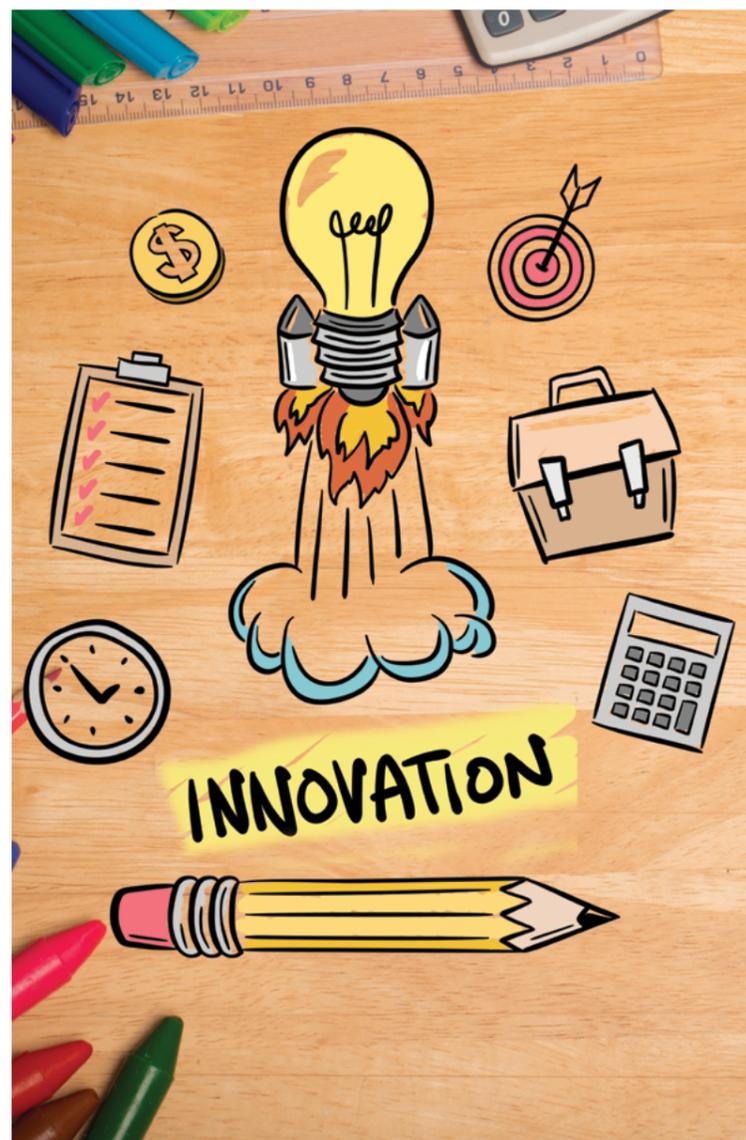
The leisure, which basically means sticking your eyes to the screen, literary fills your brain with informational trash. The content of social networks like Instagram, Facebook or Vkontakte has dramatically changed since their advent. People post something beyond stupid that you sometimes find the thought at the back of your mind: "What on earth have I just watched? Such a trash".

When such a thought comes around, it is a signal ringing to you: you have to stop. It needn't be a complete misuse of social network, because it's just impossible due to using it in terms of work and studying. The advice is, cut the content you observe. Go from mostly stupid and dumb to more informative and interesting. There is always a way to develop - not degrade, so be mindful.



Why It's Hard to Innovate

words by
Aizhan Ussenaliyeva,
Project Management Professional



This question comes as a supplement when we try to define the nature of innovation. We all live in the world of constant changes, and those who succeed to adapt will survive. It relates to corporations, small business and individuals.

Despite a popular opinion, we all are born as innovators and this function of ours can and should be developed. My strong belief is that among university students the subject of innovation is much easier to investigate, and youngsters can generate some valuable ideas and case solutions to current business issues. Even though it may seem really difficult to be the one generating ideas and bringing them to life, you can succeed in developing the necessary set of skills, armed with a genuine curiosity and a bunch of questions in hand. Innovation, after all, is nothing but finding the right answers.

Let's first consider the factors which make innovation happen. In order to do so, you need to answer the following questions as truthfully as possible:

1) Do you fully understand the industry where you operate? Is it science-based, supplier-dominated, specialist focused or scale-intensive? Does it have conservative constraints on idea creation and what is the power of political leverage when it comes to strategic decision making?

2) Does your firm have a specific accumulated knowledge, is this knowledge integrated through all layers of the organizational structure?

3) Is your corporate strategy well-defined and understood among all employees, including the CEO?

4) How you deal with uncertainties? There are four types: technology, market, resource and organization. Do you have a risk management plan?

5) What is the style of leadership employed within your company? Do you have an open-door policy? Is your corporate culture innovation friendly? Maybe in reality people are afraid of sharing their ideas and thoughts?

6) If you are the owner, do you realize the importance of innovation management? Because if you own the company, it will be you who determines the direction.

If you answer sincerely, you should be prepared to face the truth of reality. It might be so, that despite popular opinion and stated corporate mission, your company is not an innovative one. But in any case, your company needs to stay on the market and be successful. In order to do so, it has to appropriately respond to the market needs and trends.

For example, if your company sells technologies and ICT solutions, your engineers are dealing with the prob-

lem of commercialization of their business ideas. It would be wise to add marketing and business development professionals on the board, in order to create a sustainable business model before introducing it to the market. Or you can be an organic farm based in France, and most of the challenges that you face may come from the market uncertainty, then you will have to constantly provide marketing research and review, in order to identify your customer preferences and rivals' performance.

Regardless of the type of your business challenge you will certainly have to come up with some new way of service, product placement or diversification. And this can count as an innovation.

Innovation should be perceived as a set of programs and rational patterns. It should be integrative and multi-dimensional. Before you solve the main innovation dilemma, which is the *current business strategy vs. need for a change*, you have to realize the main concept of any innovation. It always responds to challenge. If you have one, most probably you will try to innovate. As one politician mentioned: "This world demands a bold persistent experimentation. It is a common sense to take a method, try it and if it fails, admit it frankly and try another. But above all, try something." To accomplish something of value, you've got to have a spirit, imagination and courage. Innovation requires these qualities a lot.

Puzzle You Have to Solve before Graduating

words by
Azizakhon Yuldasheva



How to find a future job that will suit you in all aspects? This question is very common for students, especially for those who are going to choose their future career. If you think that your career is chosen and you cannot change anything – that is wrong. You still can make your passion puzzle, and just try to check your choice.

Have you ever felt lost? When your friends are motivated to study hard and already on their ways to achieve their goals, and you are sitting on the bench and having no idea what you want to do in the future. I felt this way myself, and then I found a puzzle which helped me to identify my goals.

Imagine that you need a visa to travel to some country. Similar to that, in order to graduate the university and to enter the big world, you also need a VISA. This VISA is very different from a country visa – it stands for Values, Interests, Skills and Ambitions.

These are the main things that you need for your Passion Puzzle, according to the book “The Power of Focus for College Students” written by Les Hewitt, Andrew Hewitt and Luc d’Abadie. These pieces of the puzzle are like a shopping list that will make your career choice easier.

VALUES

You need to determine what you value the most and what is very important for you in your future job. Maybe it is important for you to have a flexible schedule rather than having fixed hours at work, or you prefer to be at home and work remotely rather than sitting in the office. A happy worker is the worker that found a job which meets his/her values.

INTERESTS

Interests are those things that attract your attention and make you want to learn more about them, or to be involved in them. Everyone has something they are passionate about, something that captivates

them so much they can’t imagine their life without it, something they are interested in. It may be technology, sports, languages, science or even gardening. Interests are different and they depend on your habits or gained skills, your interests can make you passionate about your job. When passion comes while working, it will make you more concentrated, improve your analytical thinking, and help you to see other sides of your job.

SKILLS

What skills do you have? Make a list and identify spheres, industries where you can be the most effective by using them. By using skills you are already good at, you will fulfill your work with energy and optimism that can make your job easier, improve your competence and make you feel more pleasure while doing it. By contrast, if you do not use your skills, your job will be tough, more stressful and will lead to a decline of your skills.



AMBITIONS

What goals do you have? And will this job help you to achieve your ambitions? If your job does that - excellent! But this piece of puzzle needs more attention than others, because we live in a world that is influenced by society. Thus, you should under-

stand first whether your ambitions are your own, or they were imposed by society, your family or friends.

This puzzle will not be solved instantly: you have to think what your values, interests, skills and ambitions are. If you do not know them now, leave this puzzle for some other time, when you will come up with values, interests, skills and ambitions. After finding them, write them down

and try to match your Passion Puzzle to some profession or career.

It is OK to have doubts about your future career or profession. It is a big journey by the end of which you may find your dream job. A dream job where you will never work.

Burger Places



words by
Aizada Adilova



Smug Burger Bar

Waiting time: 15-20 min.

Price: 1600~

Smug is the new coolest new-retro themed burger-bar in town. From the moment I entered, I was teleported to the typical American diner with its special calming atmosphere, where you can relax, have a nice conversation with friends for hours on

while listening to trendy music from their jukebox.

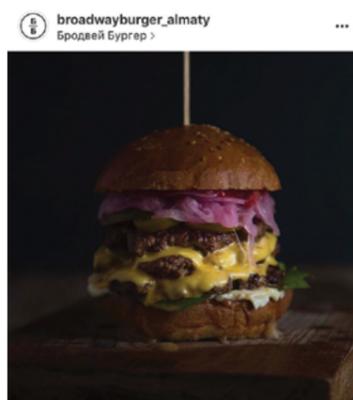
With all that said, the most interesting part is none other than the food itself and how it was served. It was very refreshing to see how my burger was not served on a regular plate but on a large flat shovel’s blade while the fries were served in a smaller soil scooper (a small shovel for gardening).

Approaching the burger, the very first thing you notice is the bread with Smug’s original logo branded on its side which makes you feel that every piece of the burger is actually made for you. (It would have been perfect if they branded MY name on it!).

The moment of happiness comes when you take the first bite and taste the crunchiness of the bread, the melting cheese mixed with the patty’s juiciness, the fresh lettuce making very crackling sounds inside my mouth and the combination of homemade barbecue sauce with mayonnaise which was the burger’s special flavor. Bite by bite, you explore more and more flavors, which makes you want to bite again until you are 100% satisfied.

I truly recommend Smug burger-bar for those who are adventurous

among you and want try to a new approach to burgers.



Broadway Burger

Waiting time: 10-15min.

Price: 1500~

I am sure many of you have heard about Broadway Burger, due to its accessible location and a large amount of positive reviews.

This diner is pretty small, it has only three to four tables for groups of 3-4 people and about 15 bar stools. So it is recommended for smaller groups or take-outs, and since they usually serve it in 10-15 minutes, it is especially recommended for busy people, who come during the lunch time.

You will not get confused here with the menu, as you only have a couple of delightful burgers to choose from. As my French friend always

used to say “the restaurants that focus on a few particular kinds of food are usually the most delicious restaurants to eat at”.

I ordered a Jalapeño Double Burger, and even though I am not a huge fan of spicy food, the taste of the jalapeño was just toned down and gave the burger a small but notable bite on the tongue. The patties are cooked to perfection and are seasoned so well they will still have you drooling for more, not long after leaving the restaurant. In addition, their unique homemade mayonnaise gives the burger more saturation, however sometimes they put too much of it, which makes burger a little soaked.

It was a very nice burger experience that made me never want to go to fast food places like McDonalds or Burger King, because their burgers are just quickly made meat+ketchup+bun burgers, and do not give you the one amazing experience that Broadway Burger provides.

Chestnok Bar

Waiting time: 20-25 min.

Price: 1700~

The last burger joint on my list was the Chestnok bar. Unfortunately, I was a bit disappointed with the flavor, as the patty was a little undercooked and the bun was oppositely overbaked. Luckily, the potato wedges



es that came with a burger were my saving grace. Those potatoes were lightly battered and seasoned with spices and salt. They were very crispy outside while being soft inside. After the first bite I couldn’t stop eating those fries till they were finished! Talking about the portions, the size of the burger is pretty large and I find that excellent for those who are looking for a heavy meal that will satisfy you for the whole day. Also, they provide an option for customers to use special burger gloves, which works well for those who have appointments after the meal. However, I personally like to hold the burger with both hands and really feel it: it’s warmth and consistency give an added flavor, because that it how burgers should be eaten.

Chestnok Bar is located in the center of the town, so if you are into good and yummy fries or large sized burgers, go check Chestnok!



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