



BCB NEWSLETTER

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GOODBYE, 2020!

2020 was an outstanding year. It drove the whole planet out of its comfort zone and taught us many valuable lessons. Some regard the Professor Year 2020 to be too tough and demanding. Others find the teaching methods of the professor to be innovative but effective. Opinions vary, but we trust that there is some truth in each of them.

One lesson that we at the Bang College of Business have learned best is that, no matter how hard, turbulent, and unpredictable the situation is, one thing in our life stays firm and reliable as a stronghold, namely, the drive for excellence among our students, graduates, faculty and staff. The drive manifests itself in the proactive desire to make the world better – through research, education, startups, video projects, and any other activity.

Our students are motivated and talented. We take pride that almost half of the presenters in the latest university-wide Graduate Student Research Conference represented business majors. Our faculty are competent and globally competitive. As a result, it comes as no surprise that our programs are appreciated by former, current and aspiring students alike.

Thus, in the latest innovative online OHD, splendidly organized by the KIMEP Admissions, the business programs draw the attention of almost 70% of all visitors. And, building on the lessons taught by Professor Year 2020, we can assure each of these young people that if they join the Bang College of Business, they will bring knowledge, professionalism, excellence and drive into their lives.

Taking this opportunity, we wish all our readers a Happy 2021 and hope that it will bring prosperity, stability and well-being to KIMEP University, all of its stakeholders, and the world!





CLARIVATE ANALYTICS RECOGNIZES DR. NURLAN ORAZALIN AS 'PUBLICATION LEADER IN SOCIAL SCIENCES' AND KIMEP UNIVERSITY AS 'PUBLICATION LEADER IN WEB OF SCIENCE CORE COLLECTION'



Since 2011, Clarivate Analytics, in collaboration with the Ministry of Education and Science, presents in the Republic of Kazakhstan one of the most prestigious research awards in global and regional academic communities – the Web of Science “Leader of Science” Award. As stated in the official letter, the award “recognizes educational establishments, research institutions, scientific journals, and individual scholars, whose contribution to the development of higher education and scientific research is the most impactful and meaningful”.

In November 2020, KIMEP University secured the Web of Science “Leader of Science” Award as the *Publication Leader in Web of Science Core Collection in the last three years among economic universities of the Republic of Kazakhstan and Dr. Nurlan Orazalin was acknowledged as the Publication Leader in Social Sciences.*

The Bang College of Business takes this opportunity to extend our sincere congratulations to the whole of KIMEP research community for the well-deserved recognition of their hard work, talents and academic excellence!



Shinhan Bank

LEADING SOUTH KOREAN BANK OFFERS A SCHOLARSHIP FOR BCB STUDENTS

Fall 2020 was special for many reasons. One of the bright reasons was that it was the first semester when the leader of the South Korean financial market, Shinhan Bank Group, provided funds to support the talented students of the Bang College of Business.

The Shinhan bank is the leading Bank in the Republic of Korea and the Shinhan Bank Kazakhstan is the one and only subsidiary of the Shinhan Banking Group in the Central Asian region.

The scholarship fund will be used through the Center for Entrepreneurship and Innovation as prize money to promote the culture of creativity, entrepreneurship and innovation among the students of the College.





ZHANARTU CHARITY FOUNDATION SURVEYS BISB STUDENTS TO CELEBRATE THE THIRD ANNIVERSARY OF THE PROGRAM



Many of you remember that in Fall 2018 the ZHANARTU Charity Foundation and KIMEP University launched a new, ground-breaking, program – Bachelor of Information Systems in Business (BISB). The Program was initiated by the founder of ZHANARTU Charity Foundation Mr. Nurali Aliyev and was fully supported by the President of KIMEP University, Dr. Chan Young Bang.

The program was created to equip its students with the knowledge of both business and IT – two worlds that closely interact in reality, but rarely coincide in academia. The graduates, well versed in both areas, would be a valuable addition to most of the innovative business companies and an excellent fit for any rapidly developing business team.

To celebrate the third anniversary of the Program, ZHANARTU Foundation in collaboration with KIMEP University surveyed the BISB students and received very positive feedback –the students are glad to study in the Program and in KIMEP, thank the Foundation for the initiative, value the opportunity to gain knowledge of both areas, and strive to develop further. The Bang College of Business appreciates the feedback and will continue making its best effort to assure that all the students' intellectual aspirations are fulfilled and their talents are revealed.



HOME DELIVERY OF CORPORATE EXPERTISE: ONLINE GUEST LECTURES FOR BCB STUDENTS

COVID-19 closed many doors and restricted the movement of thousands of people. Still, it could not stop BCB students from learning directly from the field practitioners and absorbing the wisdom and vibes of the contemporary business by learning from the professionals' first-hand experience.

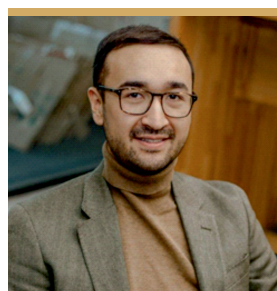
In Fall 2020, the students of various BCB courses enjoyed a precious opportunity to listen and talk to executives and leading professionals online. The list of practitioners who shared their impressive knowledge and extensive experience with BCB students this semester includes, but is not limited to founders, CEOs and experts from the following companies: Amazon, Coca Cola, iDoctor, The Steppe, "KAZPETROL GROUP" LLP, Volition, FundRazr Platform, "Uchet" Group of Companies, Mercury Properties, Inditex International, Boundless.Group, and Tengri Partners Investment Banking.



Maxim Baryshev



Irina Kim Sang



Davranbek Tashbayev



Zaure Rozmat



Batyrzhan Daulet



Amirkhan Omarov



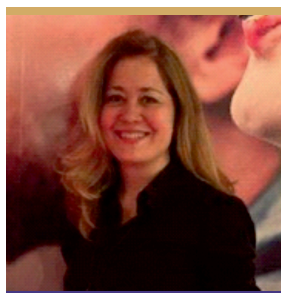
Shadab Khan



Secil Hasegeli Yagli



Adrian Cernautan



Tuba Coşar



Maxat Zharasbayev



Natalya Leonova



Mira Soullen



Talgat Salikhov



Alibek Dostiyarov



Aigerim Zhangali



BCB VIDEO CONTEST: STUDENTS' CREATIVE IDEAS ON HOW TO IMPROVE ONLINE LEARNING



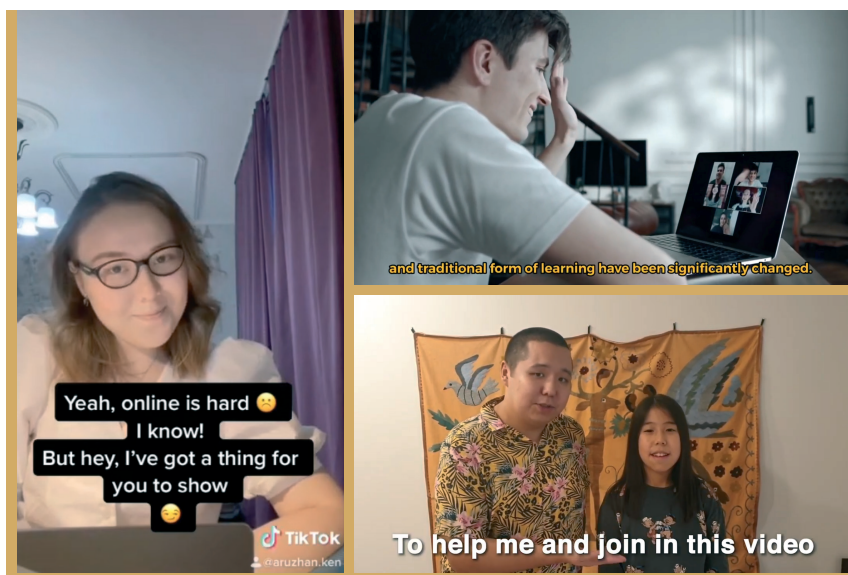
In November 2020 the BCB Center for Entrepreneurship and Innovation (CEI), in collaboration with the Enactus KIMEP Club and sponsored by Shinhan Bank Scholarship Fund, held the BCB Video Contest. The BCB students were invited to share their opinions on how to improve student productivity and increase student engagement in the distance learning mode by creating short video projects.

And the BCB students had a lot to say! The Contest turned out to be very popular. There were 31 teams consisting of 68 students, and 15 qualified videos were submitted within a span of just two weeks! Choosing the best video project was not an easy task, and the respected Jury, consisting of Shinhan Bank and BCB representatives, as well as marketing professionals, had a hard time identifying the best of the best. On November 20, 2020, the BCB Video Contest Finale was held in ZOOM to reveal the names of the winners:

3rd place - Team: No Name
(video: <https://youtu.be/gdkF-ntqrX0>)
Alimbek Inzhu (Finance)
Kim Alexandra (Marketing)
Nurgazinov Alikhan (Finance)

2nd place - Team: A Casual Suspect
(video: <https://youtu.be/Rp9e72P68dQ>)
Bekeyev Timur (Management)

1st place - Team: Trio
(video: https://youtu.be/4zHmvzCu_xs)
Kenenbayeva Aruzhan (Management)
Seker Aidana (Accounting and Audit)
Tutubayev Zhangir (Finance)



The winning teams received Certificates of Award, signed by KIMEP Vice President of Academic Affairs and the Shinhan Bank Chairman of the Board, as well as monetary prizes of KZT 100,000, 150,000 and 200,000, accordingly.

In Spring of 2021 the BCB CEI, in collaboration with the Shinhan Bank, plans another captivating project – the BCB Game Design Competition. All the details will be revealed in January through the KIMEP website and social media, so please stay tuned for the exciting news coming soon!

THE BEELINE-ENACTUS COMPETITION OF DIGITAL STARTUPS: BCB TEAM #1 IN KAZAKHSTAN



We are proud to inform you that BCB team, consisting of Aruyel Nurbekova, Abylaikhan Ashim, Aidai Kasymbekova and Aigerim Tabazhanova, won the first place in the 2020 Beeline-Enactus Competition of Digital Startups. The team developed an idea of a “Good Food” application that would help people save money and avoid food spills.

In addition to being socially-oriented and relevant in the time of the pandemic, the project is eco-friendly as food spills are harmful to the planet’s atmosphere due to methane release. We asked the team leader, Ms Aruyel Nurbekova, to tell us more about the project and her team, and she kindly agreed:

BCB Newsletter (BN): Thank you for agreeing to the interview! Would you please tell us about yourself, the team and your project?

I want to start with the short story from my school time experience. I always studied hard and tried to get the highest possible results among my peers, however, all my activities were focused only on school subjects without any extracurricular activities. My day consisted only of 2 things: participate in classes today and do the homework for tomorrow. That’s it. Later I regretted that I had such a boring or even non-existing social life, so, after graduating from high school, I firmly decided to act differently in the future. Surprisingly, after making this decision, I changed my life a lot.

Entering KIMEP University brought me a tremendous number of opportunities, with dozens of student organizations, various events and enthusiastic peers and mentors. This is how I entered Enactus KIMEP in Spring 2019 and after half of a year became a President!

Starting from September 2019, I and my team did all our best to create a sustainable and useful project. However, as a group of 12 students, we were struggling a lot, because, as it turned out, making valuable and profitable business without sponsorship and mentors is not a simple task to accomplish. Fortunately, 5 months later Beeline Kazakhstan announced the competition of digital projects with total prize fund of KZT 1,8 mln. Thus, I and my Enactus team found one more motivation and we started to think about possible startup ideas.



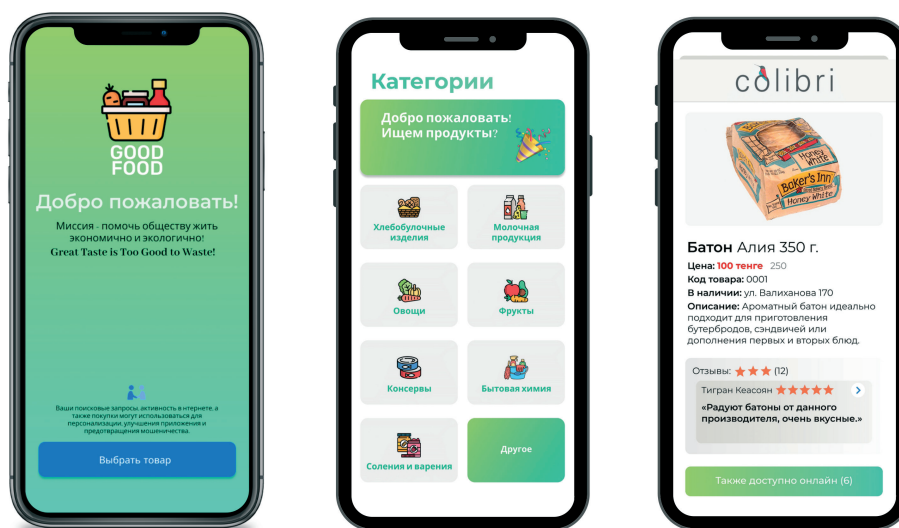
BN: How did you come up with the idea of the project?

First of all, we investigated Beeline's mission, their existing social projects, and core market needs. After this stage, we had a brainstorming session, where each Enactus member suggested their ideas. The initial plan was to create an application where unsold restaurant food would be offered with a discount and users will be informed of the location of such places.

In January 2020, I unexpectedly received a message from BCB CEI suggesting us a collaboration for Beeline competition. We agreed. So, almost on the second meeting Dr. Balzhan Zhussupova and Dr. Suleimen Kayim, the main idea of the app was settled. The original idea of the project remained, but we expanded it, adding products from large supermarkets and small grocery stores. We named the project «Good Food» and won the 1 place in the Beeline Competition.

BN: What would be your advice to the current KIMEP students?

My main advice to the current students is to be as active as possible, challenge yourself in different areas, so you can find your own passion. While, the main secret of success is to truly believe in your dreams, create specific steps to make your wishes come true, and NEVER give up!



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