



# BCB NEWSLETTER

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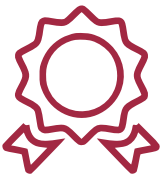
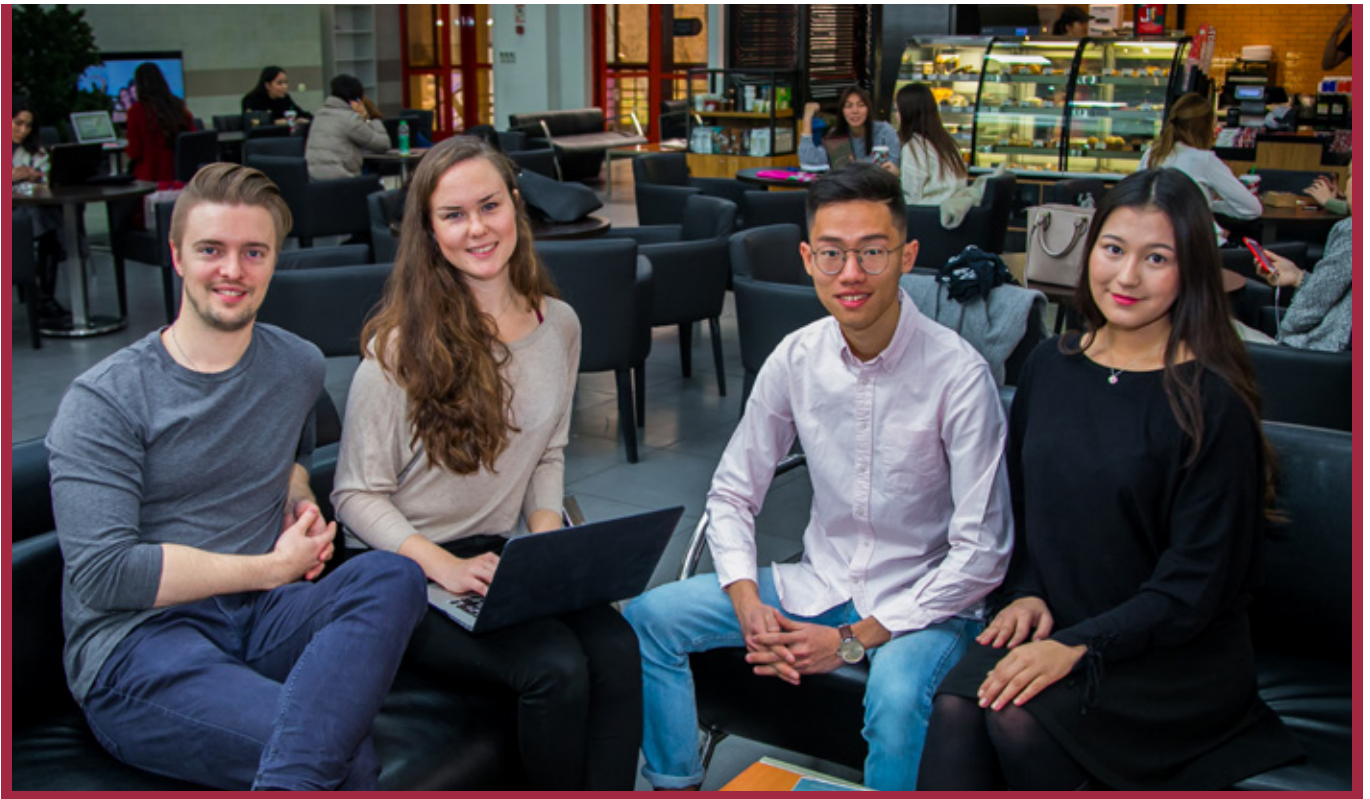


## BCB GAINS EPAS ELIGIBILITY STATUS

At its meeting held on 27 May 2020 EPAS Committee of the **European Foundation for Management Development (EFMD)** voted to declare Bang College of Business eligible to enter the EPAS accreditation process. By gaining eligibility, the Bang College of Business successfully finalized the fourth stage of the 7-stage EPAS accreditation process. The next stages are Self-Assessment, Peer Review Visit and Accreditation Decision. The eligibility period is granted for 2 years during which the aforementioned stages should be completed.

Taking this opportunity, the Bang College of Business expresses its gratitude to KIMEP administration, faculty, students and staff who helped to make this possible and asks to kindly extend all possible support to the next stages of the EPAS accreditation journey, namely Self-Assessment stage and Peer Review Visit.





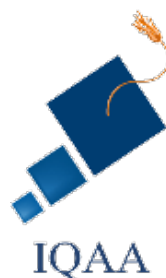
## IQAA RELEASES 2020 NATIONAL RATING AND RECONFIRMS KIMEP STATUS

On 29 May IQAA published the results of the *2020 National Rating of the Best HEIs of Kazakhstan*, recognizing KIMEP University as the best Humanitarian and Economic Higher Education Institution in the Republic. The subsequently published Ratings of Undergraduate and Graduate programs indicated that 21 KIMEP programs enter the lists of top three best programs in their fields among all Kazakhstani Universities.

BCB is proud to inform that the continuous quality advancement measures undertaken throughout the 2019-20 academic year got reflected in the latest IQAA rating results. The collective effort of BCB administration and faculty members resulted in a dramatic rise in the number of BCB programs rated as #1 in Kazakhstan: from 4 programs last year to 7 programs now.

Thus, the 2020 IQAA Rating recognizes the following BCB programs as **#1 in Kazakhstan: Bachelor degrees** in *Accounting and Audit, Finance, Management, and Marketing* and **Graduate degrees** in *Business Administration, Accounting and Audit, and Executive Business Administration*. *Master degree programs in Finance and Marketing* enter the lists of top-3 best programs in corresponding fields.

BCB plans to continue advancing in this direction and thanks all who contributed to the current achievement. Our especial gratitude is due to the colleagues from the *Quality Assurance and Institutional Research Office (QAIR)* who professionally administered the IQAA rating participation effort.



# KIMEP UNIVERSITY HOLDS A THREE-WEEK-LONG FACULTY PROFESSIONAL DEVELOPMENT (PD) TRAINING «QUALITY ONLINE COURSE DESIGN»

A quality university is one that produces graduates who possess the values, up-to-date expertise, skills and knowledge that are relevant to the society they serve; and maintains a core of highly qualified faculty who in a rapidly changing environment continue to develop new knowledge and understanding in their areas of expertise. That's why KIMEP University is highly dedicated to developing a quality body of core faculty members who make significant contributions in the areas of classroom and online instruction and yearly organizes professional development training for faculty and staff to support effective teaching, quality research, and a student-centered learning environment.

This summer, KIMEP Faculty members participated in a nearly three-week-long PD workshop organized by KIMEP University and the College of Humanities and Education under the leadership of Dr. Bang, KIMEP President. This PD Certificate Training, which started on June 15 and finished on July 1st, aimed to improve online teaching and learning. The course focused on designing pedagogically sound and engaging online courses, fostering better communication with students, and maximizing student engagement. The training also aimed at bringing faculty together, enhancing collaboration, and exchange of ideas and best practices.

155 faculty members from all colleges of our university were invited to participate in the training, including 45 BCB faculty members.

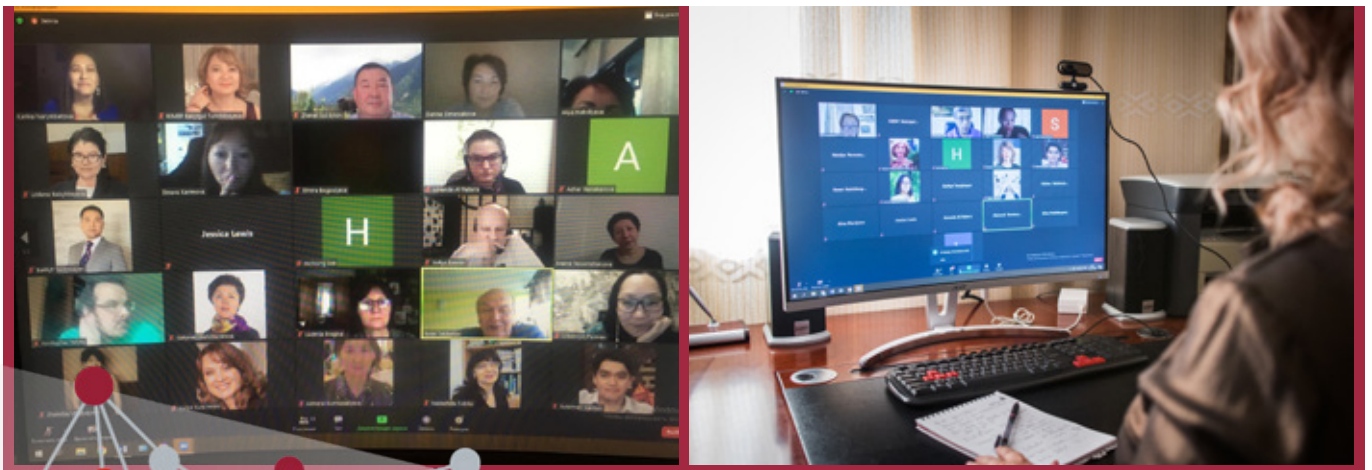
The participants explored five instructional design modules during the first week of online instruction (June 15-19). During the second and third weeks (June 22-31), the participants worked on course design with help from KIMEP tutors. Evidence of completion was provided in the form of a proficiency tracker assignment. The final session with the workshop presenter Dr. Monica McEnery took place on July 1, when participants shared their Moodle course design ideas with each other.

All Fall 2020 courses will be fully developed by August 5, 2020, taking into account the PD team's recommendations, and then will be peer evaluated in the colleges by August 20, 2020.

In this difficult time, the only strategy to support students, warrant world-class learning and ensure financial viability is to provide the best quality online education, and continuous support to our students. As Dr. Bang said, "KIMEP will continue to lead the way for all higher educational institutions of Kazakhstan."

We wish our Faculty and Students a productive, relaxing summer and successful AY 2020-2021!

*Text by Bakytgul Tundikbayeva*





BUILD A PLASTIC-LESS FUTURE  
IN THE BEAUTY INDUSTRY

PLAY.EXPERIMENT.INNOVATE.

THE YEAR WITH  
L'OREAL  
THE ULTIMATE INNOVATION COMPETITION SINCE 1992

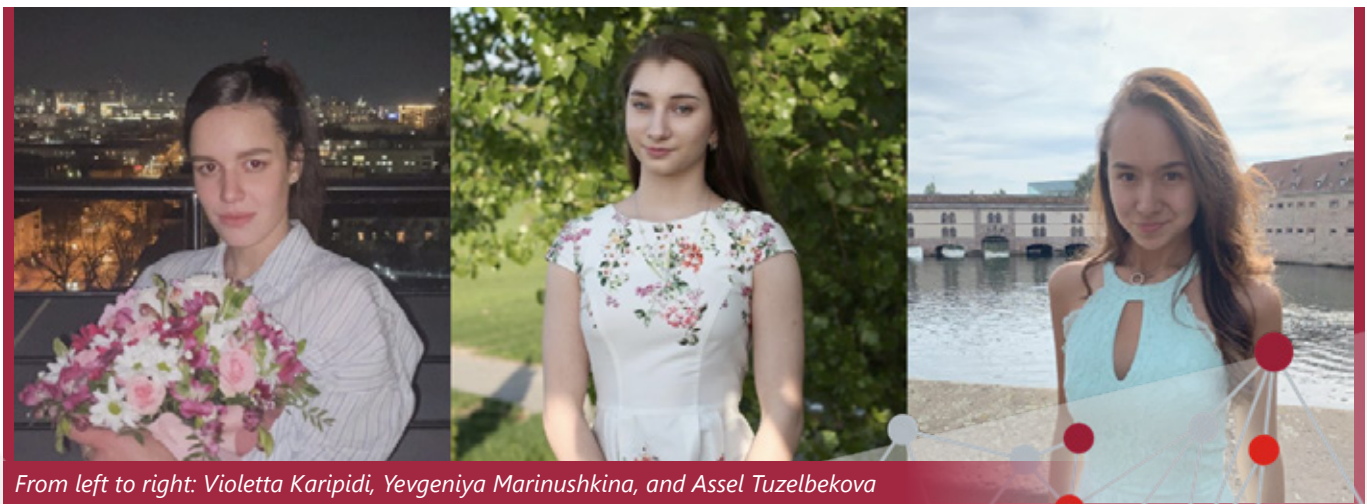
## L'OREAL BRANDSTORM 2020: BCB TEAM #1 IN KAZAKHSTAN

We are proud to inform you that on April 16, 2020, BCB team consisting of Yevgeniya Marinushkina, Violetta Karipidi and Assel Tuzelbekova won the first place during the *National Finals* of the **L'Oreal Brandstorm 2020 International Case Competition**. We asked the team leader, Ms Yevgeniya Marinushkina, to tell us more about the contest and she graciously agreed:

"This year more than 48 000 students worldwide took part in this competition, motto of which was 'To Create a Plastic-less Future in the Beauty Industry'. We had to come up with an innovation idea that would decrease or fully eliminate plastic use and emission.

In our project we suggest addressing the plastic waste problem at the very source of it. Beauty industry products are predominantly sold as liquids, which necessitates use of water-resistant containers, and the most affordable of the options here is plastic. As the result, the amount of plastic waste associated with the beauty industry is growing every year. To address the problem, we suggest that beauty products are sold as powders, and turned into a liquid by customers themselves. Packaging of powders can easily be done with more eco-friendly materials, such as stone paper. To help customers, we invented a device made of ocean waste that will turn powder into liquid in seconds, using water and high pressure. Further, since stone paper is recyclable, we suggest that the stone-paper packaging is returned to producer and re-used for future packaging, bringing the volume of associated waste to nearly zero. Besides, use of stone paper as an alternative to regular paper allows for more efficient use of water resources. Finally, we developed a unique marketing campaign to change consumer behavior. Due to corona virus outbreak, the National Finals were transferred to online mode at the last minute, but we made our best and secured the first place among peer teams from other universities."

The jury praised KIMEP team's project for uniqueness of the idea and chose the team to represent Kazakhstan on the international arena. The Global Finals that were to take place in Paris on 23-24 June 2020, were switched to online mode in the last month, necessitating profound change in the presentation strategy and swift preparation of sophisticated video and presentation materials. Besides, the Finals turned out to be not technical-glitches-proof, and one such glitch occurred during KIMEP team's presentation, affecting the final standing of our team. Nevertheless, our bright students do not give up and plan to continue working on the innovation that was recognized as the best idea in Kazakhstan.



From left to right: Violetta Karipidi, Yevgeniya Marinushkina, and Assel Tuzelbekova



## BCB GRADUATES SUPPORT ENTREPRENEURS HIT BY COVID-19 CRISIS

In response to the challenges of coronavirus crisis, two BCB graduates, Umijon Osmanov and Eduard Shloss, launched a social project that teaches small and medium entrepreneurs the basics of digital marketing through a Telegram channel. The founders of QEEPE Digital Agency share their knowledge with more than 350 channel subscribers, also providing free-of-charge consultations to help peer businessmen to stay afloat during the current economic ebb. We approached one of the founders, Umijon Osmanov, asking to answer several of our questions.

**BCB Newsletter (BN): Thank you for agreeing for the interview! Would you please tell us about yourself and your business?**

**Umijon Osmanov:** I always wanted to be a businessman and chose marketing major in KIMEP as I considered it to be the most appropriate sphere for an entrepreneur. Being a second year student of marketing in BCB, I started working as unpaid intern at the Coca-Cola Almaty Bottlers' marketing department and by the end of the fourth year, after an experience of working at The Coca-Cola Company (CIS and Caucasus), was invited by Coca-Cola Almaty Bottlers to perform the duties of a marketing professional of the 1st degree. Later I joined Mindshare advertising company and Progress Gaming start-up to further advance my media planning and digital marketing skills. As soon as I felt that I am ready to start a business, I opened the QEEPE Digital Agency with Eduard Shloss, real professional in finance, whom I knew well from KIMEP. This happened in early 2020.

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

**Umijon Osmanov:** Soon after the QEEPE was set up, the pandemic started, cutting the SME income due to lock-down and associated restrictions. Since the SME were our target audience, the crisis affected us as well. During the period, I came across a stream with Igor Rybakov who discussed the problems of SME. Thus I understood that, in most cases, the reason for SME hardship was lack of readiness to market their products and services online. And this was exactly where we could help.

Thus we came up with an idea of the social project 'Digitalizatsiya' - a Telegram channel that would teach the basics of digital marketing through a series of videos filmed by us especially for the project. We also decided that the channel would provide free-of-charge online advice to the subscribers.

As we are still a young company, by launching the social project we hoped not only to support the local business (though this was our major goal), but also to increase our brand visibility and build a network of potential future clients.



From left to right: Eduard Shloss and Umijon Osmanov, QEEPE founders

**BN: Did you receive any feedback from the project participants and can you roughly estimate the level of impact that the project has made?**

**Umijon Osmanov:** The idea turned out to be a success - currently we have about 380 subscribers, many of whom actively implement the gained knowledge. We helped companies working in a wide range of industries: logistics, beauty, health care, education and IT. All of them improved their situation by using the new digital marketing skills. Some of the subscribers decided to work with us on a commercial basis, and we are glad that our knowledge and skills will help them further advance their marketing strategies. Besides, after an article about the project was published in Forbes, we started collaboration with several large companies.

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

The years of my work experience have taught me that adaption and constant learning is the key to success. Further, knowledge alone is not enough, one needs the courage to overcome challenges that seem insuperable at first, and the determination to dig into the problem's core and find the way to master it. And one more thing - stay positive and never quarrel with anyone. Each person has got the reasons for the behavior that they exhibit, and if you understand a person, you will win in the long run.

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