



International
Academy of
Business

МАБ

UNITED NATIONS PRINCIPLES FOR
RESPONSIBLE MANAGEMENT EDUCATION

SHARING INFORMATION
ON PROGRESS REPORT
2012

ACADEMY
OF



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PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for**
Responsible Management Education





STATEMENT OF THE PRESIDENT-RECTOR

The International Academy of Business is aimed to provide comprehensive training for the development of competent and socially responsible future leaders; to create relevant knowledge for improving our society and to participate in social debate on building a democratic prosperous society.

In 2009, we signed up to the Principles for Responsible Management Education (PRME), and in accordance with our commitment, we are aligned with the principles and regard them as inspirational guidelines that help us achieve our objective of becoming an increasingly socially responsible and sustainable institution. The PRME complements our mission and helps us to reflect on how we might best enable students to become the responsible leaders.

This Progress report demonstrates our commitment to carrying out the six principles of PRME, as proponents of ethical behavior, financial responsibility, and corporate social responsibility in our teaching, research, learning and community partnerships.

We intend to continue to develop and implement a model of social responsibility of the university and a model of corporate social responsibility in Kazakhstan.



A. Kozhakhmetov
President –Rector





INTRODUCTION

The International Academy of Business (IAB) is one of the leading educational institutions in Kazakhstan with rich experience and strong academic traditions. Founded in 1988, IAB has been providing quality business education for 25 years and building on its dedication to responsible leadership and entrepreneurship. Each year more than 4000 students join Bachelor's, Master's, MBA, and Executive Education and Doctoral programmes.



The Academy offers a broad range of courses at undergraduate and graduate degrees in Economics, Management, Marketing, Accounting and Audit, Finance, Information Systems, Catering and Hospitality Management.

The mission of the Academy is to prepare a new generation of socially responsible business leaders of Central Asia, drawing on international integration, interaction with business and the energy of creative and enterprising team of professionals. International Academy of Business focuses on the personal success of its customers, partners and employees.

Values:

- High level of professionalism – high art in professional field, high level of theoretical and practical competence, creativity and continuous learning, high professional motivation, the presence of creative aspirations and value orientations.
- Mutually developing partnership – cooperation among the IAB faculty and staff, with customers and partners to achieve common goals and objectives, willing to share risks, responsibilities, resources, and building a system of social relations that balance the interests and developmentsynergy.
- Proactivity – awareness of the values, principles and objectives, and action in accordance with them, regardless of the conditions and circumstances.
Initiate what is happening and be accountable for that.
- Innovation – creation of innovative environment as a medium for creating new knowledge, implementation and continuous improvement of internal systems of innovation, a willingness to conduct targeted changes, breaking traditions, to offer the new that allows reaching a new level.
- Social responsibility – the responsibility for the development of society in the social, economic and environmental issues related to the activities of the Academy. IAB is the example of socially responsible organization.

Strategic directions of the International Academy of Business:

- System development of educational programmes;
- Development of the teaching capacity – formation of the model "teacher-consultant-researcher";
- System development of business processes;
- System development of infrastructure sector;
- Integration into the world educational space;
- Development of the system of relations between the state and civil society;
- Strategic Diversification: training of managers of public administration and the provision of consulting services to non-profit organizations;
- Entering the market of educational services, research and consulting in Central Asia.



The IAB Development Strategy for the period of 2012 - 2020 years, as well as Short- and Medium-term IAB Development Programmes were elaborated to achieve our objectives.

The importance and necessity of socially important initiatives are reflected in all policy documents of the Academy, and for many years IAB has been implementing a number of projects in this area:

- Economic education programme for teachers;
- The programme "Universities of the country in support of rural schools ";
- Vocational guidance and educational activities in the regions and rural areas;
- Special training courses for rural youth;
- Allocation of special grants for orphans, persons with disabilities, children from low-income families, for gifted children;
- Equipping the IAB premises with special equipment for people with disabilities - a special lift, toilets;
- Free education, consultation, expert support for beginning a small business.
- Innovative socially significant project for the study of the Kazakh language by immersion in the language and cultural environment on the basis of cultural and linguistic camp "Ulytau".
- Adapting and developing materials on the institutional development of NGOs, as well as distributing them through training and the creation of the resource website.





PRINCIPLE 1 | Purpose:

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The International Academy of Business (IAB) is one of the leading and dynamically developing Higher Education Institutions in the Republic of Kazakhstan. The main objective of the IAB, as set forth in the Institute's statutory documents, is to become the world class business school and the leader in business-education and research in Central Asia, which aims to prepare a new generation of socially-responsible business leaders capable of bringing prosperity and well-being to Kazakhstan.

The mission of MBA programme: Preparation of socially-responsible national managers with knowledge of contemporary management and the skills necessary to make effective strategic decisions in a dynamic business environment.

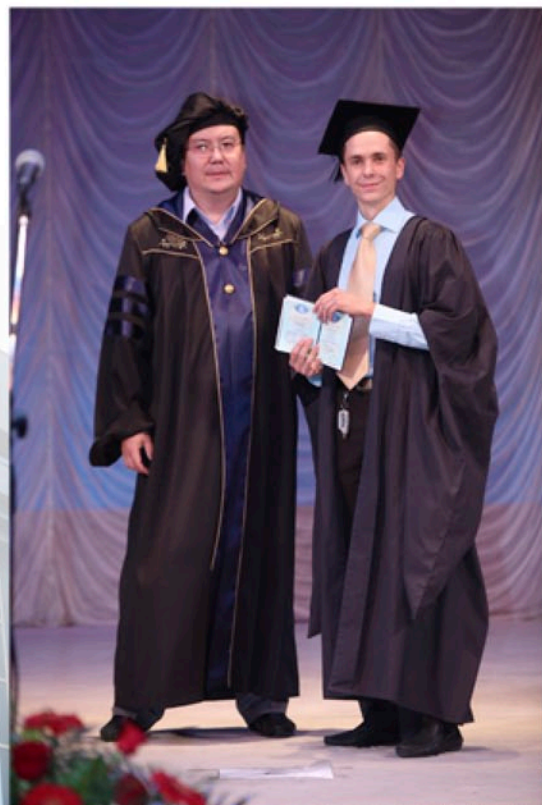
IAB teaches its MBA programme to the best of world standards and based on the experience and philosophy of socially responsible businesses, while taking into account the specifics of Kazakhstan.

Significant part of management teaching is dedicated to modern directions of economic science, such as Competition theory of M.Porter, the Strategy of Blue Ocean, Enterprise Risk Management (ERM), Corporate Social Responsibility and others. Students through the special case study are getting the understanding of importance to estimate the possible impacts of effective management, especially in post crisis period.

In 2009-2011 the IAB was recognized as #1 Business School in Kazakhstan by international ranking agency EDUNIVERSAL.

In 2011 IAB was awarded by the Ministry of Culture of the Republic of Kazakhstan for the best contribution to the civil society development.

In 2012 IAB was recognized as the Best National Employer according to "Senim-2011", which was organized by the National Welfare Fund "Samruk-Kazyna" and the Ministry of Labour of the Republic of Kazakhstan.





IAB has an ambitious strategic goals for 2020: to become one of the top 200 world business schools and to become a leader in business research execution and consulting service expertise on management in the CIS.

The real leaders should always help lagging persons. Advanced business schools, which have no partners among business schools in the emerging markets, cannot refer to themselves as the real leaders.



We have introduced new subjects into the MBA training programme- Philosophy of business and social capital. We believe that learning the moral foundations of a market economy should not keep up with the teaching of business skills. This principle should be the crucial point in the emerging markets and we want to reduce this gap.

This can be traced through the logic of all MBA programmes that the IAB offers:

- Open market MBA programme “Management” (part-time)
- Open market MBA programme “Management” (modular)
- Open market MBA programme “Management” (distance learning)
- Open market Double degree MBA programme MSM-IAB (Maastricht School of Management – International Academy of Business), which is delivered in the part-time format (MSM MBA programme is already accredited by AMBA)
- IAB-Sheffield Hallam University Double degree MBA programme, which is delivered in the modular format
- EMBA Strategic Management for ENRC Company (Joint Programme with High School of Corporate management (Moscow)).

In all programmes we can find the specialisation core block, where the following disciplines are located: Strategic management, Leadership, and Social Responsibility of Business. This block gives the concept of value and value-driven behavior of individuals, groups and organizations to the students.



PRINCIPLE 2 | Values:

We will incorporate the values of global social responsibility into our academic activities and curricula as portrayed in international initiatives such as the United Nations Global Compact.

The global values designated by the United Nations and other initiatives of socially responsible business are included in the curriculum of the International Academy of Business. One of the strategic objectives of the IAB is activity on the principle of social responsibility of business. The study of sustainability issues of corporate social responsibility and identification of the ways to address them are introduced into the academic process of all IAB departments (undergraduate, postgraduate, MBA and DBA).



The academic courses taught at our university (Corporate Social Responsibility, Management of social sphere, Business philosophy, Critical Thinking, Corporate Governance, Environment and Sustainable Development, Risk management, etc.) are aimed at addressing the sustainability of corporate social responsibility in the context of state and government programmes that promotes the formation and development of students' professional competencies and skills for use of corporate social responsibility in practice.

For several years, the IAB students have been solving the problems of social responsibility of business in Kazakhstan in their diploma works and master dissertations, particularly in their master's thesis "Environmental and social responsibility in the activities of domestic oil companies", "Corporate social responsibility in the modern Kazakhstan", "Financial Foundations of corporate social responsibility", "The formation and development of the IAB corporate culture", "Intercultural Communication in the field of management".

As part of the academic mobility as one of the principles of the Bologna process, students of 2nd, 3rd and 4th year are trained at the exchange and double-degree programmes in France, the Czech Republic, Switzerland, the Republic of Korea, Japan, Malaysia, and Northern Cyprus.



There is a modular training format for international undergraduates at the IAB. In particular, IAB graduates (modular) are registered for training in exchange programmes in Japan and Spain. In Japan NUCB (Tokyo) for academic courses: Production Management with Global Perspective (5 people); in Spain EADA (Barcelona): Strategic Management (5 people). Since 2009 52 students have left within the framework of Partner Programmes, including six people to Japan, 7 people to Korea, 5 people to Northern Cyprus, 17 people to France, 3 people to Switzerland, 2 people to the Czech Republic, the group of 12 students to Malaysia.



The IAB is committed to improving the quality of educational services provided by the formation of the modern educational system that meets the principles of the Bologna process and the initiatives of the United Nations.

The basic principle of efficiency of human activity is lifetime training, due to the dynamic changes of the environment.

As part of the annual BETA school for university teachers in Kazakhstan this year there was a seminar on the topic: The new design of educational programmes in the context of graduate competence model: the role of the teacher.

Teacher training at seminars and workshops led to the revision of diploma works topics and master's theses, including mainstreaming of social responsibility of Kazakhstan business.

Formation of a modern, competitive educational system involves effective cooperation of the university with schools, colleges as the major suppliers of the future students, as well as with the public, government agencies and employers, and foreign partners.

In order to achieve the practical orientation of theoretical training IAB interacts actively with employers to give expert opinions on the developed curriculum of academic disciplines in the context of specialties. Expert advice was obtained on the following programmes of disciplines:

- Tax System of the Republic of Kazakhstan, Financing Entrepreneurship, Company Cost Management in Finance.
- Quality Management, Crisis Management in Management.
- Taxes and Taxation in Accounting and Auditspecialty, Controlling in Accounting and Auditspecialty.

Representatives of employers are annually chairmen of National Certification Commission for final certification of graduates.

Improving the quality of training involves continuous improvement of the educational process through the implementation and use of interactive teaching methods (use of case studies, role-plays, discussions, presentations, case management situations, etc.).

The Academy holds annual competitions to improve the quality of methodical maintenance of educational process, increasing the interest of the faculty in the professional development:

- The Best Department of the Year
- The Best Teacher of the Year
- The Best Teaching and Methodological equipment of documents

IAB has created a favorable climate that motivates staff, faculty, students and undergraduates to effective education and research.





PRINCIPLE 3 | Method:

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

There is a successfully operating Institute for Educational Development at the IAB, one of whose functions is the implementation of the Academy social responsibility, through a series of training courses, seminars and workshops for teachers of institutions of higher education. In particular, in 2010 and 2011 the training seminars "Development of a new design of educational programmes for Bachelor degree", "Formation of the professional competence model of the IAB graduates" were organized.

Since June 2010, the IAB holds the International summer session Business Education Teachers Academy (BETA), aimed at developing the professional and personal competence, as well as improving of teaching skills of teachers of economic and business disciplines of higher education institutions of Kazakhstan and Central Asia. During the period from 2010 to 2012 IAB trained 154 teachers from various universities. In 2012, as part of this initiative, a workshop was held on the theme: "The new design of educational programmes in the context of graduate competence model: the role of the teacher."

In 2009, the Rector of the International Academy of Business A. Kozhakhmetov has put forward an initiative to help rural schools as the most vulnerable members of the education sector in Kazakhstan. The essence of the initiative is that each of the 144 Kazakhstani universities takes under its wing one of 200 rural districts of the country and helps the rural schools of the district in teacher training and exchanging of experience with urban schools, getting acquainted with the latest instructional materials, in attaching to the city cultural activities. The initiative was supported by the Minister of Education and Science.

IAB has taken under its wing the most remote area of the North Kazakhstan Aiyrtau region. Six stages of the project have been held, 140 people raised their qualifications for three years. 15 teachers from rural schools came to IAB during 2009 – 2011 spring and autumn holidays. Classes on training programmes are run by teachers from the Republic Institute of Professional Training in Education, international education center EDTECH, the British Council and others.



The following activities have been organized as part of the programme:

- Training "Management competencies profile of the school director" to ascertain the personality and style of management, efficiency of directors as managers;
- Workshop "The school director as a competent manager" to mainstream the knowledge and competence in the field of human resource management, organization of education in general, the formation of a strategic vision;
- Workshop "Self-organization and personal effectiveness of the head of school" dedicated to the issues of time management, stress management, to develop charisma, relationships with key employees, etc.

The project aims to support the schools in rural areas. This is a socially responsible contribution of the IAB to the development of primary and secondary education in the regions.

During July – August 2012 a joint project of the Ministry of Education and Science of the Republic of Kazakhstan and the International Academy of Business was implemented to improve the skills of heads of structural units of the Ministry, the regional divisions of the education system of the Republic, Directors of Research Institutes, as well as the leaders of Kazakhstan universities. The Ministry of Education and Science is committed to strengthening the educational system through the development of management of education system itself. According to the State Programme of Education Development for 2011-2020, 90% of institutions should introduce the corporate governance principles, 100% of the heads of educational institutions have to go through training and re-training in the field of educational management.



On the basis of the IAB workshops for 50 senior management personnel of MES RK, 100 university rectors, 16 leaders of the Regional Directorate of Education and 20 Directors of Research Institutes have been organized:

- For top management of MES RK – "Recent trends in the education strategic management";
- For the leaders of the Regional Directorate of Education – "Effective management of education at the regional level";
- For university rectors – "Management Strategy in modern institutions of higher education";
- For Directors of Research Institutes – "The latest trends in strategic management in research institutes."





To maintain a dialogue and discussion among teachers and students the International Academy of Business has Institute of advisors and curatorship, which provides differentiated approach to each course. For 1st year students there is the institution of curators, for 2nd, 3rd and 4th year students there is the Institution of advisors. The main activities of advisors and curators are: education and supervision of students during their time in classes, organizing and conducting extra curricular and academic work in their groups, team building in the student

group, the creation of favorable conditions for individual development and moral formation of the student.

Student's communication with the community according to their interests and destinations goes through student organizations. The IAB is a platform in which each student will find a club to develop their leadership skills; the Academy has 11 student organizations. The Student Council TENGRI forms the infrastructure for full implementation of a student's life. In order to develop public speaking skills and a knowledge base for various, sometimes very acute issues, the Academy operates Synergy Debate Club. The doors of the IAB Sport Life Club are open for students interested in sports. Students empowered with the sense of humor and lightning fast response, become members of CCS club. The leader of the CAPITAL club is a CCS team which is considered one of the best youth teams in Kazakhstan.

If the student is creative and is full of ideas and desire to write articles, the student newspaper «Primus» will be happy to teach everyone the right and beautiful presentation of ideas. For the development of business skills IAB has Gold Rush Club which invites leading business coaches and business leaders of top companies in order to share their experience and knowledge in the business field.

A charitable student organization DOS (friendship, reliance and family) occupies a special niche in the Academy, it organizes charitable actions: support for children from the orphanage, the art exhibition of children with disabilities, support for homeless animals, and much more, which is an integral part of education of social responsibility and compassion among the IAB students.

A public student page IAB Face Mash is created in order to ensure information and cohesion not only in the Academy but also beyond its borders, especially in social networks. The International Academy of Business welcomes the student movement, so in order to strengthen business students the IAB welcomes funding for student initiatives.





The annual Student Award "Altyn Tamga" is set up in order to motivate students to develop their personal leadership skills. This competition is annually held for the purpose of strengthening the corporate culture and to identify and promote the achievements of students and student groups of the International Academy of Business in the following categories:

- Best Student of the Year – to IAB student for outstanding academic achievements and for brilliant achievements in the IAB public life;
- Breakthrough of the Year – to IAB student with a relatively high results in their studies compared to the previous year (based on GPA) and achievements in the IAB public life;
- The Discovery of the Year – to the first year IAB student for outstanding academic achievements and for brilliant achievements in the IAB public life;
- Intellectual of the Year – to IAB student for outstanding academic achievements (based on GPA) and high academic results and achievements in the IAB public life;
- Manager of the Year – to IAB student for excellence and high quality management guidance by the organizing committee of the project or activity;
- Athlete of the Year – to IAB student for outstanding achievements in sport and achievements in the IAB public life;
- The Most Active Student of the Year – to the IAB student for the high activity in different areas of public life;
- The Best Online Community of the Year – to a team of moderators' online community for active promotion and development of the IAB student life;
- The Most Creative Student of the Year – to IAB student for outstanding creativity;
- Researcher of the Year – to the IAB student for showing high activity in the field of science and research activities, including the publication of scientific papers, reports at scientific conferences;;
- Group of the Year – to IAB academic group for outstanding collective studies and for brilliant achievements in the IAB public life;
- Club of the Year – to a student club for brilliant performance and contribution to the development of the Academy, both in scientific and creative activities.

The Academy pays great attention to the development of the library to create an environment that makes it possible to obtain an effective learning experience for responsible leadership. The library fund is 200 thousand units of educational, instructional, reference and scientific literature, including the Kazakh and foreign languages. The access to information databases is provided: Republican Intercollegiate Digital Library, Digital Dissertation Library of the Russian State Library, Web of Knowledge, Springer, EBSCO, Maastricht School of Management, Emerald Journal, the European Library Nijhoff, and Elsevier.



PRINCIPLE 4 | Research:

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

In 2009, IAB has established the Centre for Research and Development in order to increase the research capacity of the Academy, creating conditions for high productivity of science and research projects, in accordance with the international standards of quality.

Centre shall dispose of in the following areas: coordination of the IAB scientific laboratories and centers; organization of participation of IAB researchers in national and international research projects; conducting research jointly or on request of partner universities, business structures, government agencies, international organizations on current issues of socio-economic development of Kazakhstan; the organization of scientific conferences and seminars; participation in the preparation and publication of scientific papers.

The laboratory "Corporate Social Responsibility" has been working at the Academy along with other laboratories and centers since the end of 2009. It is designed to study the state of CSR among companies in the real sector of the economy, and among the universities of Kazakhstan, with an emphasis on CSR in IAB.



The theme of social responsibility of business is reflected in the annual conferences of IAB, as illustrated by the section names of the Student Conference Young Business Sharks: Economic Growth and Social and Cultural Responsibility of Business (2005), The Spiritual and Moral Component of Modern Business (2009), Corporate Social Responsibility, Business Philosophy and Cross-Sector Partnership (2012).

At the faculty Conference "Business and Education: the Vector of Development" (2013) the theme of social responsibility of business is reflected in the title of the section: Business, Government and Society: Corporate Social Responsibility, Social, Labor Disputes and the Possibility of Mediation.



The International Academy of Business holds the studies on corporate social responsibility, the results of which form the basis of doctoral and masters dissertations, undergraduate degree and course works. So, in 2010, thesis for the highest degree of professional DBA on "Social Responsibility of Oil and Gas Sector of Kazakhstan" (author A.N.Akanov) was successfully defended. In this work, for instance, the following research objectives were raised and addressed on the example of JSC NC KazMunaiGaz: definition of the nature of corporate social responsibility within the management approach from the point of view of stakeholders and institutional economics, the definition of the mechanisms of influence of corporate social responsibility to the company value; compilation of international experience in the formation of national models of corporate social responsibility, and analysis of formation of CSR practices by the example of Kazakhstans leading oil and gas company, and analysis of compliance of relevant social accountability in the Kazakhstan oil and gas company with international standards (cross-checking with the GR Index); summary of the main directions of modernization and development of corporate social responsibility in the Republic of Kazakhstan at the macro- and micro-level.



In addition, IAB undertakes research of the corporate social responsibility level within the Academy. In 2011-2012, the first evaluation phase of the IAB CSR included developing assessment tools, preparing questionnaires for staff, faculty, students, IAB partners. A seminar on CSR for IAB faculty was held in June 26, 2012, where the head of the Social Responsibility Laboratory B.Z. Otarbayeva held brainstorming on how to raise awareness of corporate social responsibility in the academy, what the IAB leadership, faculty, staff, students, stakeholders, represented by partners, should do to increase their accountability to the Kazakh society in general and the local community in particular.





In June 2012 at the initiative of the Laboratory of Mediation and Conflict the IAB established cooperation between our Academy and the Corporate Foundation Center for Social Partnership with the National Welfare Fund Samruk-Kazyna in the introduction of alternative ways of resolving conflicts and disputes. In autumn 2012 training sessions for managers of oil and gas sector in the Mangystau region in Aktau City were held.

Since autumn 2011 Corporate Social Responsibility Laboratory has been collaborating with Swedish Industry Forum on CSR, the laboratory staff was involved in the selection jury of the contest "Ar-Namys" of Eurasia Foundation of Central Asia and KazEnergy. Negotiations are in progress with representatives of KPMG on the project "Catalog of success stories on CSR in Kazakhstan." The Laboratory is a part of the newly created CSR Club which brings together experts, researchers, universities representatives, international organizations and businesses involved in the implementation of CSR ideas into practice.





PRINCIPLE 5 | Partnership:

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

IAB actively cooperates with the Kazakhstan business companies as well as foreign corporations operating in Kazakhstan. In particular, with the support of Chevron Corporation, in partnership with the Eurasia Foundation of Central Asia, the IAB set up the Expert Centre for NGOs within the project "Initiative for Capacity Development of Civil Society in Kazakhstan".

The Expert Centre is designed to enhance the capacity of the nonprofit sector, which often stands for the interests of certain groups, to provide better services and to protect the interests of the population.

The main activities focus on:

- Collection, adaptation and development of materials on the institutional development of NGOs.
- Providing training and consulting on organizational development, management of non-governmental organizations and project management to clients of the Centre, including the staff of NGOs, experts, representatives of international organizations, government agencies, business structures.
- Providing access to learning materials for customers through the website of the Center in the Kazakh and Russian languages www.ngoexpert.kz

In November 20, 2012 the Center together with partners held a conference Partnership of Business and NGOs to Address Social Issues, the purpose of which were:

- analysis of the problems and prospects of social partnership development;
- search and discussion of priorities, mechanisms and instruments of state support and promotion of the ideas of social responsibility in the region;
- Improve cooperation mechanisms of NGOs and the business sector to integrate their organizational and intellectual resources that will contribute to more effective resolution of social problems.





As a result, the conference made recommendations to the nonprofit sector and business to improve the inter-sector cooperation, proposals on the priority measures of the state support for CSR in the region were formulated, the successful practice of social business projects was discussed.

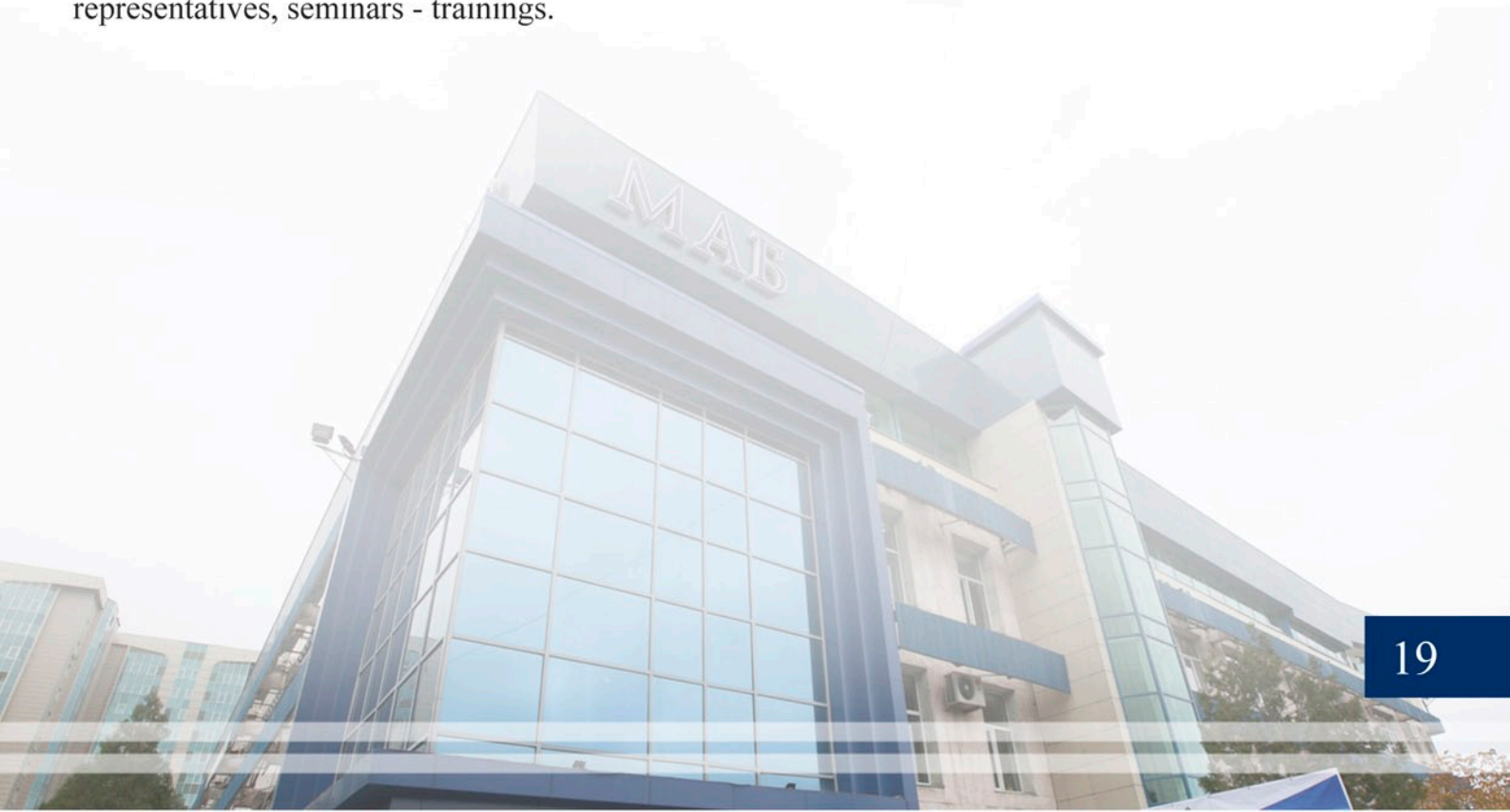
The IAB faculty are members of the CSR Club at Eurasia Foundation of Central Asia and are involved in the development of evaluation criteria of responsible business.

In spring 2011 President-Rector of the International Academy of Business A. Kozhakhmetov spoke at the plenary session of the annual conference of the National Welfare Fund Samruk-Kazyna with the report "Corporate Social Responsibility" for more than 300 leaders of business companies.

Diploma of the International Academy of Business very well contributes to the subsequent employment of graduates in the major sectors of the economy and business. The IAB Career Center, which has operated since 2003, helps students and graduates. The Center provides assistance to students and graduates of the Academy in employment, career planning and development, as well as in establishing and maintaining the connection between alumni and the Academy through the Alumni Association.



To ensure the effectiveness and the achievement of goals in 2011 - 2012 academic year, the IAB organized and held job fairs, company presentations, meetings of students with banks and businesses representatives, seminars - trainings.



The annual Job Fair was attended by representatives from 40 companies, including KPMG, E&Y, Deloitte, Price Water House Coopers, Kar-Tel (TM Beeline), Ephesus, RG Brands, Philip Morris Kazakhstan, Coca Cola Almaty Bottlers, P&G, JSC Air Astana, EDF Damu, VTB, ATF Bank, Kazkommertsbank, Sberbank of Russia, Temir Bank, Rixos Almaty, as well as insurance, recruitment, investment companies. The employers offered around 200 vacancies for jobs, practical trainings, and internships.

During the year the Center provides students with the opportunity of a personal meeting with professional career consultants from national and private companies (MARS Kazakhstan, the Eurasia Insurance Company, World Exchange Centre, EDTECH-KZ, Kar-Tel (Beeline), EDF Damu). In 2011 - 2012 academic year, Finance students participated in competitions: The Rising Stars held by companies E&Y, where they took the 2 and 5 prizes; by the Eurasian Bank – Analyst 2012 (6 Finance and Management IAB students reached the final, became the winners); by the Corporate Fund of Bolashak Association – Best Young Investor; by the News Agencies of the Financial Markets – Exchange Simulator.



Career Planning Center conducts workshops, training seminars for students on resume writing and interviewing "Effective Communication for Successful Professional Practice", ten presentations of companies - employers were held during the year.

In addition, representatives of interested firms and banks often offer to the Center of Career Planning information about job vacancies for students in the event of temporary work during the summer, and for the graduates. During 2012, 25 companies provided 36 jobs.





PRINCIPLE 6 | Dialogue:

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

IAB development strategy is aimed at making the Academy a socially responsible organization that fosters positive relationships in society. Social responsibility for the Academy is not just the words and the projects, it is our mode of life.

In autumn 2009, the IAB teachers developed and published textbook "Express Course of Business" under the Business Advisor Project. This is a gratuitous training and methodological support for entrepreneurs in rural areas, which is conducted by Entrepreneurship Development Fund «Damu».

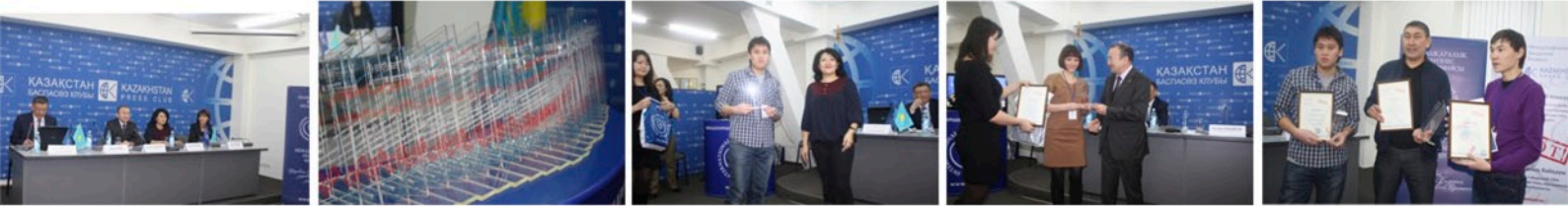
Starting from 2010, IAB conducts innovative social project for the study of the Kazakh language by immersion in the language and cultural context: the cultural-linguistic camp "Ulytau". 200 top managers of major Kazakh companies improved their level of the Kazakh language, becoming participants in this unique project in summer 2010-12.

In 2010, the staff and students of IAB collected humanitarian aid to people affected by flooding in the of Kyzyl-Agash village in Almaty region.

Student club DOS (friendship, reliance, family) constantly provides mentoring and organizational support to Orphanage Number 2 and "Kovcheg" in Almaty: collecting money for heating, buying warm clothes, holding activities with the assistance of the sponsoring companies, in particular, fast food companies.

The IAB students help in conducting the holidays for children with disabilities.





In 2011, the students of the Academy gave the 1000 hand-made paper "cranes" to the Japanese Embassy in Kazakhstan in support of the people in Japan affected by the disaster. Since 2009, as part of the national contest for the media Zachot established by the International Academy of Business, 25 journalists and media have been awarded every year for the best coverage of relevant topics in the field of education in Kazakhstan.

In 2010, the IAB sports complex was put into operation, which can deal with not only the IAB students, but also residents of the surrounding areas. A modern football field was built in 2012.

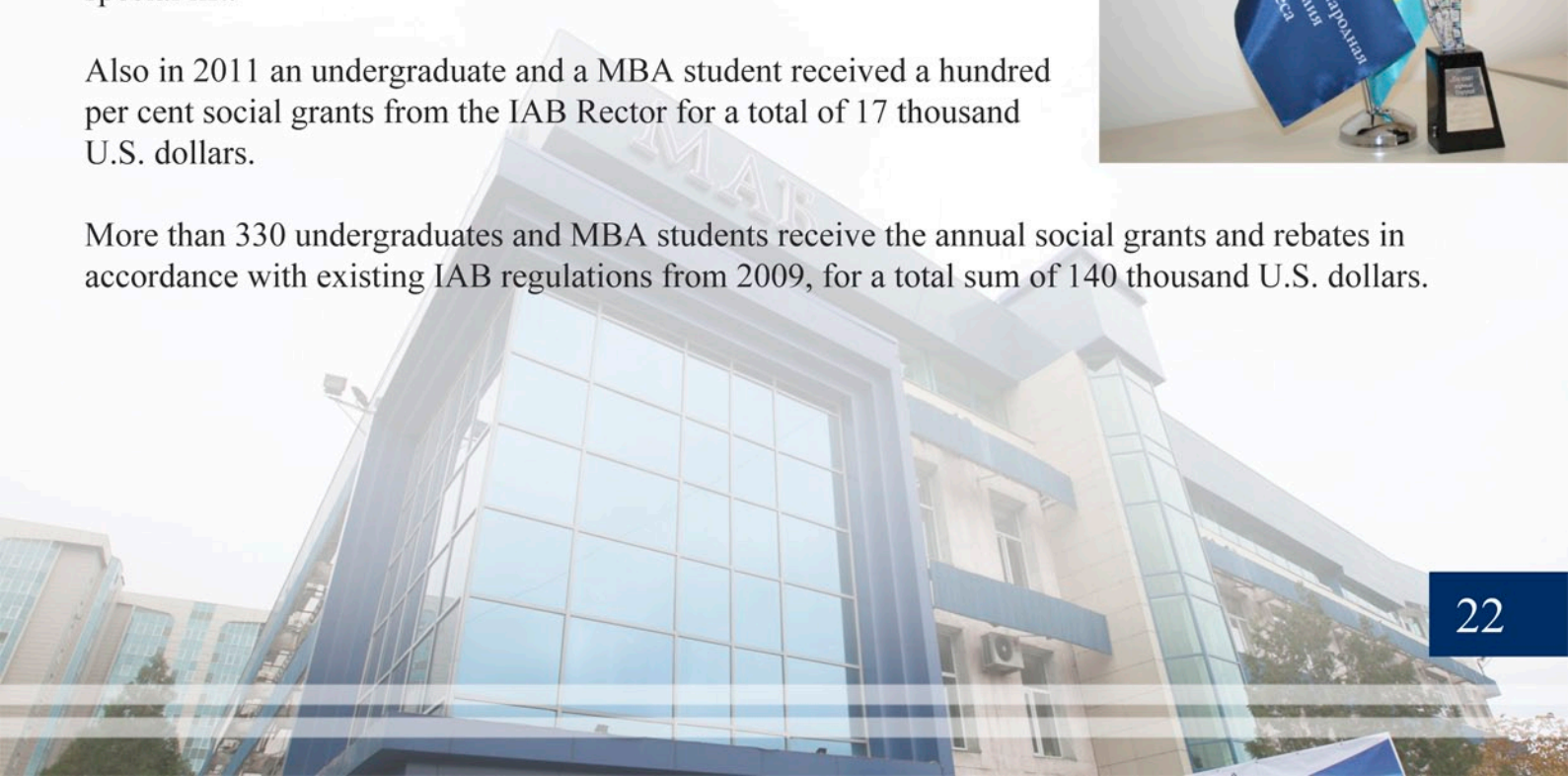
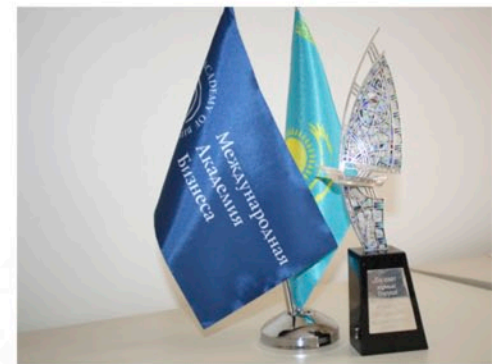
IAB is the Senim-2011 Award winner among Kazakh employers and the Senim-2011 Award winner in the nomination Best Company-Employer in the Two Capitals.

In 2011, IAB was the winner of the Ministry of Culture of the Republic of Kazakhstan Award "For Contributions to the Development of Civil Society in Kazakhstan" in the "Best Enterprise" nomination.

Since the autumn of 2011 the Academy has become the first private university in Kazakhstan, technically ready to accept students with disabilities (in violation of the musculo skeletal system and vision), for this the school building is equipped with toilets, ramps and special lift.

Also in 2011 an undergraduate and a MBA student received a hundred per cent social grants from the IAB Rector for a total of 17 thousand U.S. dollars.

More than 330 undergraduates and MBA students receive the annual social grants and rebates in accordance with existing IAB regulations from 2009, for a total sum of 140 thousand U.S. dollars.



CONCLUSION

IAB development strategy is aimed at the Academy's becoming as a socially responsible organization. Designated by the United Nations, the global values, and other initiatives for socially responsible business are included in the curriculum of the International Academy of Business. The study of sustainability issues of corporate social responsibility and identifying ways to address them are introduced into the academic process of all departments (undergraduate, postgraduate, MBA and DBA).

In order to achieve the practical orientation of theoretical training the Academy will continue active cooperation with businesses and employers to give expert opinions on the work developed by the curriculum of academic disciplines in the context of specialties.

Series of workshops and events will be conducted for further promotion of corporate social responsibility. Based on research development in the field of corporate social responsibility special case studies will be created and integrated into training curricula for bachelor and MBA programmes. It is planned to develop separate modules on Social dialogue, Business ethics, Social entrepreneurship, Business and environment.



One of the key areas of the IAB is to develop the system with the state, national companies and civil society. The Academy intends to:

- i) actively participate in the improvement of the system of economic and social policy of the Republic of Kazakhstan,
- ii) cooperate with civil society and non-governmental organizations in Kazakhstan,
- iii) develop strategic partnership with the socio-entrepreneurial corporations, national companies, businesses, etc.

To integrate and align efforts across the Academy and in its key decision-making processes, multi-stakeholders, multi-disciplinary approach team has been formed, including administrators, faculty, and students. The results of annual assessment of the progress will be shared with all involved stakeholders.