



Kazakhstan Country Strategy 2015 to 2016

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1 Overview (particularly related to BU)

- Kazakhstan is the 9th largest country in the world, covering a territory equivalent to Western Europe. Every year Kazakhstan experiences hundreds of natural disasters such as earthquake, debris flows, landslides, river flooding and others. Currently, the existing state of affairs in the republic in the field of emergency situations remains far from ideal. BU's Disaster Management Centre international reputation for excellence in the provision of disaster management could potentially support provision of disaster management education and training in the prevention of and response to natural disasters in Kazakhstan.
- The overall number of Kazakhstani students in the UK has been declining in the last 4 years, from 2075 in 2010 to 1580 in 2013. Undergraduate programmes are more attractive, especially in the field of business & management and engineering & technology which are offered at BU.
- The Kazakhstani compulsory education system consists of 11 years. Upon completion of higher secondary education students receive Kazakhs Certificate of Secondary Education (Аттестат о среднем [полном] общем образовании), comparable to GCSE. Students from Kazakhstan are required to study an International Foundation programme prior to UG degrees which BUIC has on offer.
- Social media users tend to use local or regional sites such as VKontakte, with 2.3 million users in 2013. BU has a dedicated VK page which has been started in Sep 2014. Over the eight months that the page has existed it was visited 2,469 times (with 2-3 unique visitors every day on average). The page allows interaction with potential applicants and offer holders.
- The primary language of instruction in Kazakhstan tends to be either Russian or Kazakh. Nevertheless, from September 2013 English has been introduced as a mandatory subject in all primary schools.

2 Statistics and Targets

2.1 Students from Kazakhstan studying in UK HE (Full time NE+Cont.)

Year	Undergrad	Postgrad Taught	Postgrad Research	Total
2013/14	850	655	75	1,580
2012/13	990	655	75	1,720
2011/12	1,075	845	60	1,980

2017/18	5		14		1		20		
2016/17	4		13		1		18		
2015/16	3		12		0		15		
2014/15	XX	6	XX	5	XX	0	XX	11	N/A
2013/14	XX	2	XX	9	XX	0	XX	11	N/A

2.6 Breakdown by School/Academic Department of Data on Newly Enrolled Students (Sept + Jan combined)

School	UG 2012/ 13	UG 2013/ 14	UG 2014/15	PGT 2012/ 13	PGT 2013/ 14	PGT 2014/15	PGR 2012/ 13	PGR 2013/ 14	PGR 2014/15
Applied Science	0	0	0	0	0	0	0	0	0
Business School	2	2	4	7	8	5	0	0	0
DEC	0	0	0	0	0	0	0	0	0
HSC	0	0	0	0	0	0	0	0	0
Media School	2	0	0	0	0	0	0	0	0
Law	0	0	0	1	2	1	0	0	0
School of Tourism	0	0	2	0	1	0	0	0	0
Combined*									
Totals	4	2	6	8	11	5	0	0	0

*Note: The Law subjects stats are **included** in the total BS stats*

**Combined- BA Marketing between Business School and Media school*

2.7 Top 10 recruiters in the UK 2013/14 (New and Continuing Students)

University	Undergrad	Postgrad Taught	Postgrad Research	Total
The City University	65	60	0	125
The University of Manchester	45	15	5	65
The University of Warwick	25	35	0	60
Queen Mary University of London	40	15	0	55
University College London	35	10	5	55
The Robert Gordon University	20	25	0	50
The University of Sheffield	20	20	0	40
The University of East Anglia	30	5	0	35
Heriot-Watt University	20	10	0	35
The University of Westminster	25	10	0	30
Bournemouth University (17)	10	15	0	25

Source: HESA 2013/14

3. Marketing Activities (Planned)

3.1 Key messages:

- Quality – reputation and rankings of the Media School and the School of Tourism
- Placements and Employability – [BU is no 1 work experience university in the UK.](#)
- Facilities – a modern and innovative UK university
- Scholarships – a wide range of scholarships
- Location – based on the south coast of England, less than two hours from London.
- BUIC – partnership between BU and Kaplan offers a range of pathway programmes leading to progression to undergraduate and postgraduate courses at BU.

3.2 Advertising and Public Relations (consider on-line and off-line advertising)

Timing	Event/Activity	Support required (e.g. Marcomms, PR)	Budget
Aug-15 onwards	Online advertising via Social Media	IMRST Comms Officer/BU Ambassador	Covered by Russia's budget

3.3 External Contacts and Relationship Building

- Develop relationships with regulatory authorities in Kazakhstan
- Develop relationship with British Council in Kazakhstan.
- Develop and maintain strong relationship with Kaplan, our partner and provider of pre-sessional English, Foundation and Pre-Master's programmes.
- Build strong agent network; repeat visits to key offices to hold student counselling and agent training sessions, participate in agent fairs and institution/college visits organised by our agents.
- Source potential educational partners; contact needs to be made with higher education institutions and school counsellors in key IB and international schools in Kazakhstan.
- Develop an alumni network.

3.4 Alumni activities

- None at present

3.5 International Team-led Activities in the Market

Timing	Event/Activity	Who involved
Sep 15 onwards	Marketing activities led by Kaplan (further details to be confirmed in Oct 15)	Kaplan

4 Strategic Partnerships and Collaboration

4.1 Consortium approaches

- None at present

4.2 Kaplan related activities (including trips and advertising)

Enrolments				
	PSEUSP	Pathways	Total (enrols)	% of all NE
	Enrols	Enrols		
2014/15	0	4	4	16%
2013/14	0	7	7	33.33%

4.3 Partnerships

Current Strategic partnerships				
Partner Name	Academic Area	Partner (model)	Enrolment – (Apps)	Interaction
N/A				

Additional Strategic partnerships (potential)			
Partner Name	Academic Area	Partner (model)	Projected enrolment/interaction
AL-Farabi Kazakh National University (KazNU)	Tourism , Business	Research / Staff Exchange	TBC

5 Key Academic Areas and Proposed Engagement in the Market

5.1 The most popular programmes nationally for this market are:

- Undergraduate:
 - Business and administrative studies
 - Engineering and technology
 - Social studies
 - Computer Science
 - Mathematical Science
- Postgraduate:
 - Business and administrative studies
 - Social studies
 - Engineering and technology
 - Law
 - Computer Science

Source: HESA 2013/14

5.2 The most popular courses at BU are:

- Undergraduate:
 - BA (Hons) Accounting/Finance Framework
 - BA (Hons) Business Studies
 - LLB (Hons) Law Framework
 - BA (Hons) Public Relations/BA (Hons) Advertising
 - BA (Hons) International Hospitality Management/BA (Hons) Tourism Management
- Postgraduate:
 - MA/MSc Finance Framework
 - MSc Management Framework
 - LLM Law Framework
 - MSs International Hospitality and Tourism Management

Source: Olikview 2014/15

5.3 Potential in the Market for the University's Academic Areas

Academic School	Fdn Potential	UG Potential	PGT Potential	PGR Potential	Articulation Potential	Collab Potential	Study Abroad/Exchange	Visits by Academics Recommended (include possible times of year)
Applied Science	0	0	0	0	0	0	0	No
Business & Management	Yes	Yes	Yes	0	0	0	0	No
DEC	0	0	0	0	0	0	0	No
HSC	0	0	0	0	0	0	0	No
Media	Yes	Yes	Yes	0	0	0	0	No
Law	0	0	Yes	0	0	0	0	No
Tourism	0	0	Yes	Yes	0	0	0	No

