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WP2: Enhancing Entrepreneurship Education and Skills Development

D 2.2 University scheme for entrepreneurship education support

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Triggering innovative approaches and entrepreneurial skills for students through creating conditions
for graduate's employability in Central Asia

TRIGGER partners

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1. Introduction

The present report provides an overview of the university scheme for entrepreneurship education support at Kh. Dosmukhamedov Atyrau University in Kazakhstan. The entrepreneurship education scheme was developed as part of Work Package 2 on “Enhancing Entrepreneurship Education and Skills Development” (WP2) of the Erasmus+ Capacity Building in Higher Education Project “Triggering innovative approaches and entrepreneurial skills for students through creating conditions for graduate’s employability in Central Asia” (TRIGGER). The entrepreneurship education scheme directly builds on the “Report on status quo on entrepreneurship education, labour market requirements and knowledge/skills mismatches” which was developed earlier by Kh. Dosmukhamedov Atyrau University in WP2 (see Deliverable 2.1).

Before outlining the entrepreneurship education scheme in more detail in the next sections, a summary on the notion of entrepreneurship education as utilised in the TRIGGER project is provided below:

- **Entrepreneurship Education (EE)** seeks to provide students with knowledge, skills and motivation to create ideas in entrepreneurial action in different environments, both as self-employed entrepreneur and as employee in established organisations (EC 2015, Lackéus et al. 2020).
- **Entrepreneurship** is a key competence for all learners, supporting personal development, active citizenship, social inclusion and employability (see European Commission et al. 2016: 21).
- **Organizational change** of HEIs is needed, since „the capacity to implement the entrepreneurship and innovation agenda depends on the governance arrangements, organisational capacity and the institutional culture of HEIs as well as characteristics of the surrounding economy“ (OECD 2019: 12).

2. Policy and strategy of the HEI to enhance entrepreneurship education

Kh. Dosmukhamedov Atyrau University’s development strategy was developed for 2020-2025 years. Among all the issues of University development there are, certainly, the aspects regarding Entrepreneurship Education and Skills development. The link of entire Development strategy of University is attached for information <https://www.asu.edu.kz/en/university/dev-strategy/>.

The University strategy was prepared to achieve strategic goals in education, science and innovation. It lays down the main tasks and principles of the Strategy "Kazakhstan-2050" (2012), the

Program "Plan of the Nation - 100 Concrete Steps" (2015), the State Program for the Development of Productive Employment and Mass Entrepreneurship for 2017-2021 "Enbek" (2018), Strategic Development Plan of the Republic of Kazakhstan until 2025 (2018), State program of industrial and innovative development of the Republic of Kazakhstan for 2020-2025 (2019), Development programs for the territory of Atyrau region 2020-2025 and other existing institutional and national strategy documents.

The following documents served as the basis for the development of the strategy:

- Message of the Head of State Kassym-Jomart Tokayev to the people of Kazakhstan dated September 01, 2020 "Kazakhstan in a new reality: time for action";
- President's Address «Unity of the people and systemic reforms are a solid foundation for the nation's prosperity»
- Decree of the Government of the Republic of Kazakhstan dated December 27, 2019 No. 988 "On approval of the State Program for the Development of Education and Science of the Republic of Kazakhstan for 2020-2025";
- Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education"; - Law of the Republic of Kazakhstan dated February 18, 2011 No. 407-IV "On Science";
- Strategic Development Plan of the Republic of Kazakhstan until 2025 dated February 15, 2018, No. 636;

There is also Academic Policy of Atyrau University named after Kh. Dosmukhamedov which was approved at the meeting of Academic Council of the University on August 31, 2021, which includes such items as Graduate career planning, Entrepreneurial education and STEAM education.

3. Goals and objectives of the HEI to enhance entrepreneurship education

At the University there is no separate strategy or regulations for Entrepreneurship Education, but there is the University Development Strategy for 2020-2025, where the general goals and objectives of HEI are as follows, and they in one way or another match the goals for enhancing entrepreneurship education:

Goal: Enhancing Employability level of competitive graduates by formation of Entrepreneurial mind

Objectives:

- 1) to train graduates, capable of generating innovative ideas and able to implement changes, for the development of the economy, education and science of the Atyrau region
- 2) to develop of the university ecosystem: modernization of the organizational, personnel, academic management of the university;

- 3) to increase the attractiveness of the university for internal and external stakeholders.
- 4) to increase innovation in educational programs and research;

The above mentioned goal and objectives were written at the University Development Strategy on 2020 for 5 years, and are directly and/or indirectly connected with the entrepreneurship education development at the HEI.

So by modernizing the University ecosystem, the ISpace Business Incubator and EcoCampus have been realizing at the University, where students get together for generating their business ideas, seeking for the ways of realizing them. As for the point about increasing attractiveness of the University, every year the more businessmen, employers from various companies, enterprises join the Council of Employers at the HEI, so the more opportunities appear for the students to have internships, for invitations to invite the employers for giving guest lectures on business, to have more collaboration activities with them.

It should be noted that entrepreneurship education connected with the general objectives in case of implementation of innovations to the programs through disciplines included in educational programs and other activities held at the University for achieving the objectives.

4. Activities and measures to enhance entrepreneurship education

One of the strategic directions of the University is entrepreneurship. All educational programs include interdisciplinary subjects / modules that contribute to the formation and promotion of an entrepreneurial culture in the professional field of a future university graduate.

For the time being the educational programs in business, management and law include such disciplines as "Fundamentals of Entrepreneurship and Startup Mentor", "Business Planning", "Entrepreneurial Law", "Risks in Entrepreneurship", "Innovative Entrepreneurship". Besides, there are interdisciplinary subjects such as:

- Successful Entrepreneur (Business Law, Business Planning, Taxes and Taxation, HR Management, Diplomacy Course, Coaching Basics);
- Psychology of leadership and success (Professional ethics and etiquette, Time management, Personal self-actualization, Success motivation, Emotional intelligence).

It is planned to cooperate teachers of Economics and Law Faculty with the Faculty of Psychology for creating some new soft-skills subjects for enhancing entrepreneurship education.

There is a plan to invite more operating entrepreneurs who teach the subjects in general and also those who have guest lecturers, master-classes for the students to share their experience. And moreover, the university plans to organize Mentorship Programs jointly with these operating

entrepreneurs and other employers to support the students with business ideas in realization them. This process can be done within the Business Incubator which operates at the University.

For future the University plans to work more with the external stakeholders and to attract more donors and grants for students' business ideas realizations.

5. Required resources, infrastructure, and environment

As mentioned above there are operating entrepreneurs who teach the subjects in general and provide the guest lecturers, master-classes for the students to share their experience. For this the University cooperates with the Atameken National Chamber of Entrepreneurs and also the Council of Employers. So, one of the main resources for implementation of the activities is the personal staff. Also networking and personal resources will be required for the planned Mentorship program for the students from external stakeholders.

As for the collaborated new subjects the University may be required in some additional training for teachers in creating new programs using two different faculties experiences, skills and teaching methods.

Also there is Alumni University which is also used as an internal resource and the students have their practical lessons on entrepreneurial subjects from the successful allumnies of the University

As for the organizing the seminars, conferences and StartUp competitions among students and young teachers the financial support is required both from the University expenses and attracting sponsorship within the partners.

There is ASU Innovations project office, which is responsible for the University networks and collaboration with the enterprises and companies of the Atyrau region. So the joint activities are in process together with the companies and non-government organizations for implementation of entrepreneurship education and skills development, though it is necessary to expand the networking opportunities not only for the region but for the country as well.

6. Timeline and responsibilities

| Strategy / policy priority | Goal / objective | Activity / measure | Required resources | Timeline | Responsible | Indicators of achievement |
|---|--|--|--|--|---|--|
| The formation of an entrepreneurial - oriented learning environment | to train graduates, capable of generating innovative ideas and able to implement changes, for the development of the economy, education and science of the Atyrau region | Lecturers and master-classes from operating entrepreneurs | Personal staff | During academic year for 5 years | Faculty deans | Amount of lecturers and students attended |
| | | to create new soft-skills subjects for enhancing entrepreneurship education | Personal staff, Trainings for teachers, collaborations between the faculties | By 2024-2025 academic year | Vice-rector on academic issues, Faculties deans | Amount of disciplines, number of students who will elect these new subjects |
| The formation of an entrepreneurial - oriented learning environment | to increase innovation in educational programs and research | conducting an intra-university competition of Start-Up projects for students and young university staff at their own expense university, as well as through investments from business partners | Financial resources (inside and outside) | Twice a year during 5 years | ISpace and Business incubator | The amount of the realized Start-Up projects, the sums attracted for them |
| The formation of an entrepreneurial - oriented learning environment | to increase the attractiveness of the university for internal and external stakeholders | organizing conferences, seminars, trainings | Networking, collaboration, cooperation with the entrepreneurs, NGOs, companies | 2-3 times per academic year during 5 years | Business Incubator, ASU Innovations office | The amount of the participants, positive feedback, realized projects as a result of activities |
| | | to develop Mentorship program and/or consultancy service for the students jointly with the operating entrepreneurs and employers | Personal resources, networking, cooperation with the entrepreneurs, employers | By the 2023-2024 academic year | ASU Innovations project office | The amounts of Mentors who start working with the students |
| The formation of an entrepreneurial - oriented | to develop of the university ecosystem: modernization of the | to improve and modernize the work and realization of ISpace Business | Personal resources | Twice a year during 5 years | Business incubator, ASU Innovations office | The amounts of the staff involved and interested at the activities |

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| learning environment | organizational, personnel, academic management of the university | Incubator and Co-working area by involving University staff from all the Departments and Faculties, including top management of HEI, by organizing some joint activities at the are | | | | |
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