**INFORMATION MAIL  
KAZAKH NATIONAL UNIVERSITY  
them. Al-Farabi  
GRADUATE SCHOOL OF ECONOMICS AND BUSINESS  
CHAIR "Management and Marketing"**  
050038, Almaty, al-Farabi -. 71, GAM 3 B, Graduate School of Economics and Business, Department of "Management and Marketing", tel. 8-727-221 18 48. Information about the competition is available at: www.kaznu.kz.  
  
 **Dear teachers and students!  
The department "Management and Marketing" informs on holding  
VIII Republican Student Olympiad on specialties «State and local management", "Management" and "Marketing"  
on the topic of:  
"From an innovative idea to its realization"**  
  
The Olympic Games can take bachelor students participate specialties "State and local management", "Management", "Marketing" universities all courses full-time education. Each institution is no more than three (3) teams (composed of a team of five (5) persons) to participate in all competitions of the Olympics. The winner of the high school team, the score of which is the highest among all the teams - participants. In summing up the final round of jury reveals the winners of each place in the team standings.  
  
The Olympiad is held in 2 stages. In accordance with this organized and conducted tours following the Olympics (held at the department "Management and Marketing" Kazakh National University named after Al-Farabi.):

1) The first round - preliminary, consisting of:  
 - The development of an innovative project on a topic in the designated position for each specialty; - To send the project to the email address: [Olimpiada-kaznu@mail.ru](mailto:Olimpiada-kaznu@mail.ru)   
According to the results of the first round is selected 8 teams from each specialty, who scored the most points.  
2) The second stage - the final, which takes place in the form of full-time teams of the competition on the approved competitive jobs in order to determine the winners of the main categories.  
  
1 assignment - presentation of the city, the university and the specialty (regulation 5 minutes)  
2 mission - presentation of the objective of the innovation project  
3 task - intellectual contest captains in the field (in the category "Best captain").  
- In the specialty "Management" - a competition of captains;  
- Specialty "State and local government" - a competition of captains;  
- On a specialty "Marketing" - a competition of captains.  
**ATTENTION!!!**  
**For participants who have passed the qualifying round, the competition conditions have changed! As part of the task №3 - intellectual contest on specialty - PLEASE READ CAREFULLY WITH THE APPLICATION!**  
Conditions for intellectual competition captains in the field:  
Each team independently develop 10 questions with answers on the knowledge of their specialty and seal them in an envelope together with the answers. Upon arrival, the last final selection of the team must pass envelopes chairman of the jury.

Since the Olympic Games has a republican status questions and answers must be universal, understandable to participants from other universities, and formulated in Russian or Kazakh. Chairmen of the jury vskroyut envelopes with questions during the nomination "The best captain."  
  
**The winners (first, second and third place) will be awarded with diplomas MES:**  
\* For I place - the diploma of I degree, and each team member is awarded a personal certificate, indicating the awarding of the team (no more than 1 team)  
\* During the II place - the diploma of II degree, and each team member is awarded a personal certificate, indicating the awarding of the team (no more than 2 teams)  
\* For the III place - the diploma of III degree, and each team member is awarded a personal certificate, indicating the awarding of the team (no more than 3 teams).  
Diplomas are awarded at the end of the Olympics.  
**Prizes for individual categories:**  
\* People's Choice Award".  
\* The prize "Best captain".  
The team may be denied admission to the tender application and participation in the Olympic Games in the event:  
  
\* Late submission of the tender application;  
\* Inconsistencies Olympics application requirements;  
\* Incomplete or incorrect submission of the required documents.  
 **Time schedule of activities for the organization and**

**holding of the Olympic Games**

|  |  |  |
| --- | --- | --- |
| Time | Activities | Responsible entity |
| to 23.03. 2016 | Submission, inclusive collective application for participation and providing projects from universities across the internet universities, accepting applications and carries out projects coordinator of the | working group |
| 03/24/2016 | Year Review, discussion and evaluation of projects by the jury, the announcement of the list of commands that have passed the second round | Olympiad Jury |
| 31 03.2016 | The second round of the Olympic Games held in the Kazakh National University. Al-Farabi Announcement of the results of the second round and awards ceremony. | The Organizing committee |

Participation in the Olympic Games (travel, per diem, accommodation) is funded by the sending party. All organizational costs (preparation tasks, diplomas, certificates, the purchase of paper, stationery, etc..) Finances KazNU. Al-Farabi. For registration of participants is university entry form (the form, Appendix 1).  
  
The application and the project submitted no later than **March 23, 2016 at 24.00 to the email address:**  
[Olimpiada-kaznu@mail.ru](mailto:Olimpiada-kaznu@mail.ru)  
The contact person:  
For all specialties:  
Shurenov Nursultan Beketovich +7 702 624 70 05

**POSITION  
 VIII Republican student competition in the specialty "State and local**

**management", "Management" and "Marketing"**

**on the topic of:  
 "From an innovative idea to its realization"**  
This Regulation establishes the procedure for organizing and conducting student competition (the Olympic Games), the arrangements for participation and determining the winners of the Olympics its organizational and methodological support.  
**1. General Provisions**  
**1.1. Olympiad from specialty "State and local management", "Management" and "Marketing"** - a system of full-time students of all the competition of economic specialties of higher educational institutions, in which the knowledge assessment is carried creativity and preparation of students participating and the winners are determined.  
  
**Olympics mission** is to form creative thinking among the youth and encouraging research and innovation activities of students in the management and implementation of new marketing technologies to create a national brand.  
  
**The purpose of the Olympiad**: The identification and development of creative abilities and interest in science.

1.2. Olympiad from specialty "State and local management", "Management" and "Marketing" will be held at the Republican level.  
1.3. General methodical, organizational and information support of the Olympiad is carried out by the working group of the organizing committee of "Management and Marketing" and the Kazakh National University. Al-Farabi.  
**2. Organizational and methodical maintenance of Olympics**

2.1. The general management of the organization and holding of the Olympic Games shall Olympics organizing committee, whose composition is determined and approved at a meeting of the department "Management and Marketing" and the Academic Council of Kazakh National University. Al-Farabi. In order to maximize the objectivity of the selection of winners is formed by the jury, which consists of leading professors and management experts.  
2.2. In assessing the projects the jury takes into account the professional approach in the choice of ways to achieve the objectives.  
  
**3. The procedure for the organization and holding of the Olympic Games**  
3.1. Terms of the Contest:  
3.1.1. The Olympics can participate undergraduate students of economic specialties of higher educational institutions of all courses full-time education.  
3.1.2. The Olympiad is held to identify the team championship among schools.  
3.1.3. Each institution is no more than three (3) teams (a team of no more than (five (5) persons) to participate in all competitions of the Olympics.

3.1.4. The winner of the high school team, the score of which is the highest among all the teams - participants. In summing up the final round of jury reveals winners respectively prize in the team competition.  
3.2. The procedure for the Olympics:  
The Olympiad is held in 2 stages. In accordance with this organized and conducted the following tours Olympiad in KazNU. Al-Farabi:  
  
1) The first stage - the selection of participants of the Olympiad  
According to the results of the first round selected team (8 teams in "GiMU" 8 teams in the specialty "Management" and 8 teams in the specialty "Marketing") according to the estimate provided by the participants of the Olympic Games subject of innovative projects to members of the competition committee.  
Requirements for the content and design of the project, see. In Annex 2.  
  
2) The second stage - the final consisting of the following tasks:  
1 assignment - presentation of the city, the university and the profession (no longer than 5 minutes);  
2 assignment  
- Specialty "State and local government" - a presentation of the innovative project on the theme: "Innovations in the system of state and local government";  
- In the specialty "Management" - a presentation of the innovative project on the theme: "Development and implementation of innovative projects in the Republic of Kazakhstan managers modern format";  
- On a specialty "Marketing" project presentation and a video on the theme: "Development and promotion of a national brand of Kazakhstan based on innovative marketing techniques." The video is done in a free form, the key purpose of it is a clear demonstration of the basic ideas, using innovative marketing techniques used within the project. It is necessary to introduce a full-scale version of the video (no more than 1.5 minutes), as well as a shortened version designed video (no more than 30 seconds).  
3 task - intellectual contest captains in the field.  
**ATTENTION!!!**  
For participants who have passed the qualifying round, the competition conditions have changed! IN TERMS OF REFERENCE 3 - intellectual competition in the specialty. PLEASE CAREFULLY READ THE CONTENT OF REQUEST for each specialty.  
  
Conditions for intellectual competition in the field:  
Team members independently develop 10 questions and answers on the knowledge of their specialty and seal them in an envelope together with the answers. Upon arrival, the final selection of the past chairmen of the jury team must hand over envelopes. Since the Olympic Games has a republican status questions and answers must be universal, understandable to participants from other universities, as well as formulated in Russian. Chairmen of the jury opens the envelope with the questions that are asked all the captains at the time of the nomination "The best captain."  
3.3. Summarizing and rewarding the winners of the Olympics organizing committee carries on the proposal of the jury in the Olympic Day.  
3.4. The winners (first, second and third place) will be awarded with diplomas:  
\* For I place - the diploma of I degree MES, each team member is awarded a personal certificate, indicating the awarding of the team (no more than 1 team).  
\* During the II place - the diploma of II degree MES, each team member is awarded a personal certificate, indicating the awarding of the team (no more than 2 teams).

\* For the III place - the diploma of III degree MES, each team member is awarded a personal certificate, indicating the awarding of the team (no more than 3 teams).  
  
\* Diplomas and prizes are awarded at the end of the Olympics.  
Prizes for individual categories:  
\* People's Choice Award;  
\* Prize captain;  
**4. Funding for Olympics**  
4.1. Participation in the Olympic Games (travel, per diem, accommodation) is funded by the sending party.  
4.2. All organizational costs (training venue for the Olympic Games, jobs, diplomas, certificates, purchase of necessary equipment, and others.) Finances KazNU. Al-Farabi.  
**5. The procedure for submission of documents to the organizing committee of the Olympic Games**  
For registration of participants or university the following documents:  
\* Party application (see. Annex 1).  
\* Innovation project (see. Appendix 2). Documents submitted no later than March 24, 2016 to the email address:  
[Olimpiada-kaznu@mail.ru](mailto:Olimpiada-kaznu@mail.ru)   
organizers:  
Responsible for organizing and hosting the Olympic Games are the following members of the department "Management and Marketing" KazNU. Al-Farabi:  
Chairman: Mukhtarov KS Doctor of Economics, professor, head of the department "Management and Marketing"  
members of the organizing committee:  
Mukaev DT assistant  
Akhmetov ZB Ph.D., Associate Professor;  
Turlybekova NM Senior Lecturer;  
Zhumagazieva AG Senior Lecturer;  
Belғozhaқyzy M. teacher;  
Shurenov NB teacher;

ANNEX 1  
  
 APPLICATION FOR PARTICIPATION IN INTERNATIONAL STUDENT OLYMPIAD  
 Specialty "State and local management", "Management" and "Marketing"  
  
  **Application**  
1. Full name of the participant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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2. Place of study: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(Name of the institution, course)  
  
3. Special: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
4. TELEPHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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5. E-MAIL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
6. The name of the team and the motto: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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7. TITLE innovative projects: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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8. Team leaders: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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APPENDIX 2  
 Requirements for the content and design of innovative projects  
 Specialty "Management", "Marketing", "State and local management"  
 **Topics of innovative projects in the field:**  
 1. specialty "State and local management" - "Innovation in the system of state and local government";  
 2. "Management" - "Development and implementation of innovative projects in the Republic of Kazakhstan managers modern format";  
 3. specialty "Marketing" - "Development and promotion of a national brand of Kazakhstan based on innovative marketing techniques."  
 **Requirements for the printed design an innovative project:**  
1. The project must be printed on the computer.  
2. Font size 14th.  
3. Margins: left - 3 cm, right side - 1 cm, upper and lower side - 2 cm.  
 **The innovative project, the following topics should be reflected:**1. Cover Sheet  
2. Content  
3. Abstract (in three languages)  
4. Urgency  
5. Project goals and objectives  
6. The object of the research project  
7. Description of the project (the main part)  
8. Expected Results   
 **1. indicated on the title page:**  
*1. Full name of the university.  
2. Full name of the authors, a specialty course.  
3. Name of innovation project  
4. Surname, first name, position, academic degree (if any) of the head.  
5. City (where the Olympiad is held) year.* **2. Content**  
It includes sections (subsections), describing the structure of the project, on the pages indicated.  
 **3. SUMMARY**  
It includes the following items (in the amount of no more than 1-2 pages):  
1. Performers (the project team).  
2. Relevance.  
3. The purpose and objectives of the innovation project.  
4. The degree of novelty  
5. Methods of achieving the project objectives.  
6. Expected results of the project.  
 **4. Urgency**  
This section (not more than 1 page):  
reveal the importance of the project theme for the promotion of innovation economy and its sectors (enterprises);  
justify the need for the research topic and its implementation;  
reflect the degree of elaboration of the project topic;  
specialty "Marketing" - used to describe the project innovative marketing techniques.  
 **5. Project goals and objectives**  
Description (in the amount of no more than 1/2 page)  
The aim is to meet the specific results that developers decide at the end of the project. It should be clearly set out, and the wording of one sentence.  
  **6.Obekt research project**  
The object is what the study is aimed in your project (for example, economics, industry, region, company, technology, etc.).  
 **7. Description of the project (the main part)**  
It is a model for the structure of the innovation project (the specialty "Marketing" is also used with a focus on innovative marketing techniques)  
 **8. Expected Results**  
Implementation of the project with the reflection of the innovative component should help to solve a specific problem, namely:  
\* For specialty "GiMU" - the development of innovations in state and local government system;  
\* For the specialty "Management" - the innovative development of enterprise-wide;  
\* For specialty "Marketing" - the creation and promotion of a national brand of Kazakhstan.  
Briefly describe (in the amount of not more than 1 page) any significant quantitative and qualitative results you expect to receive during the project using innovative marketing techniques.  
**NOTE:**  
*When choosing the winners of the competition commission in the first place guided by the following selection criteria:  
\* Innovativeness of the project and its importance for the country's population - for the specialty "GiMU" and "Marketing"; for the enterprise - for the specialty "Management";  
\* Compliance with the requirements for the content and design;  
\* Relevance, innovative approaches to resource and staffing the project identified problems;  
\* Resource and staffing of the project;  
\* Targeted projects;  
\* Use of modern innovative technologies (in the specialty "Marketing" - defining criteria: technical merits of the program, the degree of satisfaction of customer requirements, and analysis of practical rationality and feasibility of its implementation, taking into account the impact of this practice and past experience, the necessary infrastructure, the time aspect and start-up costs to implement).  
\* Realistic expected results and the availability of future development and potential commercialization of the project.\_\_\_\_\_\_\_ (signature)*