

APPROVED
Director of Project Management Institute
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Development plan
EP 6B04104 “Startup bachelor”
for 2024-2028

Introduction

The educational program 6B04104 "Startup Bachelor's Degree" is aimed at training specialists who are able to create and develop their own startup projects, work in conditions of uncertainty, implement innovations, and effectively interact with the entrepreneurial ecosystem. The program integrates knowledge in the field of economics, digital technologies, product design, and team management.

The development of the program for 2024–2028 is aimed at strengthening the practical focus of training, integration with the business community, developing students' entrepreneurial competencies and digital literacy, as well as enhancing personnel and methodological support.

Goals and objectives

The goal of the program is to train entrepreneurs and product specialists with competencies in the creation, testing, scaling of startups, and management of digital products.

Objectives:

- Provide training through startup practice, project work, and interdisciplinary cases.
- Develop students' entrepreneurial thinking and customer development skills, MVP approach, and product management abilities.
- Implement digital tools and platforms for startups (CRM, no-code, prototyping, etc.).
- Engage active entrepreneurs and investors in the educational process as mentors.
- Facilitate participation in startup ecosystems (Astana Hub, MOST, Tech Garden, etc.).
- Improve teaching staff qualifications in startup methods, digital product development, and agile methodologies.

SWOT analysis

Strengths:

- Unique specialization in startup education.
- Highly practical orientation and flexibility of the curriculum.
- Active involvement of students in projects from the first year.

Weaknesses:

- Insufficient integration with international startup platforms.
- Limited number of faculty with startup experience.
- Uneven digital preparation of students at the entrance.

Opportunities:

- Support for startup initiatives from the state and the Atameken National Chamber of Entrepreneurs.
- Expansion of acceleration programs and grants.
- Growing interest among young people in entrepreneurship and flexible forms of learning.

Threats:

- Competition from online courses and private initiatives.
- High level of uncertainty and instability in the startup market.
- Difficulties in systematically assessing learning outcomes in entrepreneurship.

Risks and their management

Academic:

- The discrepancy between theoretical content and the realities of the startup environment.
- Difficulties in building individual educational tracks.

Methodological:

- Lack of educational materials adapted for startup training.
- Limited experience of the faculty in product development.

Financial:

- The need for constant updating of equipment and digital platforms.

Risk Management:

- Developing an Agile Methodology Based on Best startup training practices .
- Internships for teaching staff in accelerators and technology companies.
- Integration with external startup programs and competitions.

Achievable performance indicators (KPI)

- At least 80% of students involved in startup projects by 2026.
- Increase faculty with practical startup experience to 50%.
- Launch a minimum of 2 MVPs annually.
- Participate in 3+ external accelerators or startup competitions each year.
- Conduct at least 4 entrepreneurial masterclasses annually.
- Involve employers and investors in at least 3 project-based disciplines each year.

Evaluation criteria

Item	Target indicators	Unit measuremet	In the planning period				
			2023	2024	2025	2026	2027
1	The share of invited foreign scientists and teachers from the total number of university teachers	%	2	2	2	3	3
2	Number of double degree programs with foreign universities	unit	0	0	1	1	1
3	Number of agreements/memorandums of cooperation with foreign universities from the top 700	unit	0	0	1	1	2
4	Number of publications in foreign scientific journals indexed by Scopus	unit	4	5	5	6	6
5	The share of those employed in the first year after completing their studies from the total number of graduates	%	80	82	84	86	88
6	Satisfaction of students, staff and faculty with university services	%	75	80	85	87	90

Conclusion

The development plan for the educational program 6B04104 "Startup Bachelor" reflects a modern approach to training entrepreneurs and innovators. It is based on principles of flexibility, interdisciplinarity, close integration with practice, and digital technologies. The implementation of this plan will strengthen the program's position in Kazakhstan's startup ecosystem and elevate the quality and relevance of training.

Head of the Department of M&ME



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