ACADEMIC ADVENTURE IN KAZAKHSTAN (SUMMER 2016)

Take a FREE course at the Kazakh-British Technical University located in the beautiful city of Almaty surrounded by mountains.

The course has been developed and taught for many years by the world-renowned competitiveness guru professor Michael Porter. It is taught at KBTU under the license agreement with the Institute for Strategy and Competitiveness at Harvard Business School.

Why Study at KBTU
KBTU is an affiliated member of the Microeconomics of Competitiveness Program (MoC) network, coordinated by the Center of Strategy Competitiveness of Harvard Business School, and is co-leader of the MoC Asian Chapter. Our faculty and students have access to all the Harvard Business School teaching and research resources for the MoC Program. Students also have the opportunity to participate in the MoC Annual Competition. KBTU is developing the MoC course into a leading edge teaching program in the region that can be used for undergraduate, MBA and executive program.

Globalization and Strategic Competitiveness
Globalization and Strategic Competitiveness is a case-based course developed at the KBTU Business School in cooperation with Harvard Business School on the basis of its MoC Program run by the Institute for Strategy and Competitiveness. The main goal of this course is to develop an understanding of competitiveness at various levels (country, region, industry) and to teach the students how to analyze the drivers of success and develop successful strategies and policies.

Sample Case Studies Used in the Course

**Competitiveness at the National Level:**
- a) Finland & Nokia: Creating the World’s Most Competitive Economy;
- b) Estonia in Transition.

**Competitiveness at the Regional Level:**
- b) Assessment of Regional Competitiveness within Kazakhstan;

**Competitiveness at the Industry:**
- a) The Dutch Flower Cluster;
- b) Electronics and Information Technology in Costa Rica.

Prerequisites / Target Audience
- a) Working knowledge of micro, macro and international economics
- b) Suitable for master’s and advanced undergraduate students of economics, business, political science, and international relations.

TO INQUIRE & ENROLL
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