

**KURMANGAZY KAZAKH NATIONAL CONSERVATORY**

**FACULTY OF THE MUSIC EDUCATION, ART MANAGEMENT AND  
SOCIAL AND HUMANITARIAN DISCIPLINES**

**BACHELOR'S PROGRAMME**

**ELECTIVE DISCIPLINES CATALOGUE  
for 2022-2023 academic year**

**Educational programm: 6B02123 – «Art Management»**

**Almaty 2022**

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The catalogue includes a systematic list of all disciplines of the elective component, their brief description indicating the content of the study and the expected learning outcomes.

Designed for teachers and students of Kurmangazy KNC.

**Elective disciplines catalogue**

Approved at a meeting of the Educational and Methodological Council of Kurmangazy KNC.

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**Summary table of disciplines for the choice**

<b>Course</b>	<b>Term</b>	<b>Number of credits</b>	<b>Discipline code</b>	<b>Name of disciplines</b>	<b>Name of the module</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
2	3	5	FSAI 2202	Finance in the sphere of art-industry	Financial and economic
			Ce 2202	Pricing	
2	3	3	PT 2203	Project technologies	
			MPO 2203	Project-based learning methodology	
2	3	5	EvB 2208	Event business	Theory and practice of management
			KT 2208	Creative technologies	
2	4	5	OP 2210	Fundamentals of entrepreneurship	
			OB 2210	The fundamentals of business	
2	4	4	OVKD 2212	Organization of exhibition and concert activities	
			OTTKP 2212	Organization of technical, creative, temporary and creative space	
2	4	5	MK 2212	Quality management	
			MOOVB 2212	Global experience of venture business organization	
2	3	3	KM 2301	Creative management	Managerial
			KIVSK 2301	Creative industries and cultural management	
2	3	5	HRM 2303	HR management	
			Kom 2303	Teambuilding	
2	4	5	MIAI 3306	Marketing research of the art industry	Management marketing
			SPSK 3306	Segmentation and positioning in the cultural sphere	
3	5	5	OVKD 3212	Organization of exhibition and concert activities	Theory and practice of management
			OTTKP 3212	Organization of technical, creative, temporary and creative space	
3	5	3	MK 3212	Quality management	
			MOOVB 3212	Global experience of venture business organization	
3	5	5	HRM 3302	HR management	Managerial
			Kom 3302	Teambuilding	
3	5	3	TM 3218	Time-management	
			RTU 3218	Advertising of goods and services	
3	5	5	OP 3219	Organizational behavior	
			RSK 3219	Legal aspects in the field of culture	

3	5	5	MMMK 3220	Management of mass music culture	
			MMI 3220	Music Art Management	
3	6	5	BMAI 3221	Brand-management in art-industry	
			PPII 3221	Project promotion in the sphere of performance art	
3	6	4	KKM 3303	Cross-cultural management	
			TK 3303	Communication theory	
3	6	5	OPrM 3222	Basics of production skills	
			MP 3222	Musical producing	
3	6	5	AM 3304	Crisis management	
			UP 3304	Project management	
3	5	5	MIAI 3306	Marketing research of the art industry	Management Marketing
3	5	5	SPSK 3306	Segmentation and positioning in the cultural sphere	
3	5	5	MPI 3309	Media planning	Communications in management
			MKI 3309	Media and communication in art	
3	6	5	ARiSMI 3210	Art market and mass media	
			GAR 3210	Global art market	
4	7	5	Fun 4301	Fundrising	Financial and economic
			IM 4301	Investment management	
4	7	5	AVP 4305	Audio visual production	Communications in management
			Spr 4305	Sound producing	
			SM 4306	Strategic management	
			Lid 4306	Leadership	
4	7	5	KPM 4308	Concert and project management	Managerial
			FM 4308	Festival management	
4	7	5	RTMP 4310	Art direction of television musical projects	Communications in management
			ORPMK 4310	Music video direction and producing foundations	
4	8	4	MPiA 4311	Music Publishing and administration	
			1CP 4311	1 C Publishing	
			BU 4312	Accounting	
			UZ 4312	Cost management	

Note: \* Elective disciplines are mandatory for study (Compulsory University Component (HVC))

**DESCRIPTION OF ELECTIVE DISCIPLINES**  
**2 COURSE**

**Finance in the sphere of art-industry**

Discipline name and cipher	Finance in the sphere of art-industry (FSAI 2202)
Teacher	Zhanibekova G. K., PhD, Associate Professor
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	6B02123 – Art management
Prerequisites of discipline	Management
Post-requisites of discipline	Entrepreneurship, Fundraising
The content of the discipline	To develop students' understanding of the functioning of individual fundamental elements of the financial system in the field of the art market. To study the methods of planning budgets and monitoring their execution at various levels.
Learning outcome	As a result of studying the discipline, the student should know: – the essence and functions of finance as an objective economic category; – methods and tools of financial management at macro and micro levels; - the role of the financial mechanism in its implementation in modern conditions should be able to: – analyze statistical materials on the use of financial resources; - carry out calculations of the main macroeconomic indicators of the financial sector, draw up budgets, schedules, diagrams, histograms for analysis in the field of financial relations; – use knowledge of modern legislation, normative and methodological documents regulating the financial system must own: – forms and methods of financial regulation to create macroeconomic stability of socio-economic processes in a market economy; – modern methods of collecting, processing and analyzing financial processes in the modern economy.
Form of the lesson	Team
Form of final control	Exam
Main literature	1. Finance: textbook / ed. prof. A.G. Gryaznova, prof. E.V. Markina, Assoc. M.P. Sedova - 2nd ed., revised. and additional .. - M.: Infra, Finance and Statistics, 2012.- 496s.

	<p>2. Barulin S.V. Finance: textbook / S.V. Barulin. - M.: KNORUS, 2010.-640s 10. Finance: a textbook for university students studying in economic specialties, specialty "Finance and Credit" / ed. G. B. Poliak. - 4th ed., revised. and additional - M.: UNITI-DANA, 2012. - 735 p. [Access mode: <a href="http://znanium.com/bookread.php?book=395686">http://znanium.com/bookread.php?book=395686</a></p>
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### Pricing

Discipline name and cipher	Pricing (Ce 2202) (альтернатива дисциплины «Финансы в сфере арт-индустрии (FSAI 2202)»)
Teacher	Zhanibekova G. K., PhD, Associate Professor
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	6B02123 – Art management
Prerequisites of discipline	Management
Post-requisites of discipline	Management, marketing
The content of the discipline	The purpose of studying the discipline is the formation of competencies in the field of pricing theory, techniques for calculating various types of prices; development of economic thinking and elaboration of independent effective pricing solutions.
Learning outcome	Upon completion of the discipline, the student should: Know - the theoretical foundations of pricing; - methods and strategies of pricing policy; - forms and methods for calculating prices and adapting pricing policy to market conditions. Be able to - navigate in the choice of a reasonable pricing strategy, tactics and the correct methodology for making prices in the markets for specific goods and services; - to determine the prices and the corresponding price markups, taking into account various pricing factors; - solve specific issues of pricing in practical activities. Master - the conceptual apparatus and methodology of the modern pricing system; - the methodological basis for pricing.
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1. Gerasimov B.I. Prices and pricing: Textbook / B.I. Gerasimov, O.V. Voronkov. - M.: Forum, 2009. - 208 p.: ill.; 60x90 1/16. - (Professional education). (hardback) ISBN 978-5-91134-276-0, 2000 copies. // <a href="http://znanium.com/bookread.php?book=153348">http://znanium.com/bookread.php?book=153348</a></p> <p>2. Shulyak P.N. pricing: Educational and practical guide / P.N. Shulyak. - 13th edition., Revised. and additional .. -</p>



	M.: Publishing and Trade Corporation "Dashkov and K", 2012. - 196 p.
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### Project technologies

Discipline name and cipher	Project technologies (PT 2203)
Teacher	Keshubaeva D. E., master of arts, teacher Bekmukhambetov B., master of art criticism, teacher
Department	«Art-management»
Cycle of discipline	Basic discipline (DB)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	3
The discipline is recommended for study in the specialty	6B02123 – Art management
Course prerequisites	Political science and psychology, management
Post-requisites of discipline	Entrepreneurship, management, marketing
Content of discipline	"Project technologies" is a discipline in which students learn to define and achieve clear project goals while balancing between the amount of work, resources and time, quality and risks. The goal of this course is to have a clear pre-determined plan, minimize risks and deviations from the plan, effective change management as a key to success in project management.
Learning outcome	<p><b>competencies:</b></p> <ul style="list-style-type: none"> <li>- educational and cognitive and communicative know:</li> <li>- how it is necessary to qualitatively plan the project schedule and manage more projects in less time;</li> <li>- how to increase the efficiency of the project team so that the budget, deadlines and quality of the project are under full control.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- attract the number of orders from their customers;</li> <li>- to form and develop relationships with trusting and long-term sponsors;</li> <li>- to work on the principle of "exceeding expectations" and gain recognition from management.</li> </ul> <p><b>master the skills:</b></p> <ul style="list-style-type: none"> <li>- allowing to effectively plan and control the content, timing and cost of the project;</li> <li>- change management;</li> <li>- selection of tools for risk assessment and quality management;</li> <li>- interactions with stakeholders, including members of the project team.</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	1. Romanova, M. V. Project management [Text]: textbook. Vulture UMO / M. V. Romanova. - M.: ID "FORUM": INFRA-M, 2014. - 256 p.

	2. Heldman K. Professional project management [Text]: scientific publication / K. Heldman; per. from English. A. V. Shavrina. - 5th ed. - M.: Binom. Knowledge Laboratory, 2017. - 728 p.
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### Project-based learning methodology

Discipline name and cipher	Project-based learning methodology MPO 2203 (альтернатива дисциплины «Проектные технологии (PT 2203)»)
Teacher	Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	3
The discipline is recommended for study in the specialty	6B02123 – Art management
Course prerequisites	Political science and psychology, management
Постреквизиты дисциплины	
Post-requisites of discipline	Formation of professional competencies in the field of organization of the educational process necessary for the professional activities of a teacher.
Learning outcome	<p>Competencies</p> <p>Know</p> <ul style="list-style-type: none"> <li>- foundations of research activities; - stages of design (development of a concept, definition of goals and objectives of the project, available and optimal resources for activities, creation of a plan, programs and organization of activities for the project implementation) and project implementation, including its comprehension and reflection of the results of activities.</li> </ul> <p>Be able to</p> <ul style="list-style-type: none"> <li>- attach project work to practical knowledge of a foreign language; - to develop their oral-speech and lexical skills; - improve the skills and abilities of the written speech; - realistically assess their language abilities;</li> </ul> <p>Should master:</p> <ul style="list-style-type: none"> <li>- methods of independent study of a foreign language (educational and cognitive competence); - methods of preparing for translation in compliance with the norms of lexical equivalence, observance of grammatical, syntactic and stylistic norms, including the search for information in reference, specialized literature and computer networks (general special competence); - the ability to compensate for shortcomings in language proficiency by verbal and non-verbal means (strategic competence).</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	1. Management of innovative projects, Popov, V.L., 2011.

	<p>2. Menyaev, M. F. Project Management MS Project [Text]: tutorial / M. F. Menyaev. - M.: Omega-L, 2005. - 276 p.</p> <p>3. Mazur, I. I. Project management [Text]: textbook / I. I. Mazur, V. D. Shapiro, N. G. Olderogge. - 3rd ed. - M.: Omega-L, 2006. - 664 p.</p> <p>Litke, Hans-D. Project management [Text] / Hans-D. Litke, I. Kunov. - 2nd ed., erased. - M.: Omega-L, 2007. - 135 p.</p>
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### Event business

Discipline name and cipher	Event business / EvB 2208
Teacher	Mambekov Ye. B., Candidate of pedagogic sciences, professor
Cycle of discipline	Basic disciplines (DB)
Department	«Art-management»
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	6B02123- Art management
Course prerequisites	Cultural Economics, Management, Marketing
Post-requisites of discipline	Market in the art industry, Risk management, HR management, Fundamentals of entrepreneurship, Time management
Content of discipline	<p>The demand for high-quality organization of events is constantly growing, and therefore event-business is becoming a profitable segment of the service market. The study of this discipline is of great importance for the organizational, managerial and project activities of future art managers. The purpose of the discipline is to develop students ' skills in conducting entertainment events, mastering the basic methods of planning, organizing and analyzing the effectiveness of the event. The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Provide theoretical knowledge in the field of methodology and methodology of designing, planning and conducting event events;</li> <li>2. To form practical skills of conducting event-events, substantiation of economic calculations, alternative options for their implementation;</li> <li>3. Ensure the study of the latest developments in the field of event business in Kazakhstan.</li> </ol>
Learning outcome	<p>Competencies:</p> <ul style="list-style-type: none"> <li>- ability to abstract thinking, analysis, synthesis;</li> <li>- readiness to act in non-standard situations, to bear social and ethical responsibility for the decisions made;</li> </ul>

	<ul style="list-style-type: none"> <li>- readiness for communication in oral and written forms in Kazakh, Russian and English to solve the problems of professional activity;</li> <li>- ability to develop corporate strategy, organizational development and change programs and ensure their implementation;</li> </ul> <p>Know:</p> <ul style="list-style-type: none"> <li>- key concepts, goals and objectives of the event business;</li> <li>- methods of planning, promotion, and logistics of events in various fields, including international cooperation.</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>-analyze risks in the organization of event events, independent management of the process of organizing event events;</li> <li>-form the structure of event events;</li> <li>-design event—the event (the ability to conceptualize, strategic plan activities, as well as a number of other plans, including a plan to promote, plan fundraising activities, etc.).</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>-analytical and prognostic skills that enable to identify trends in the domestic and global industry event–business and the ability to use them to design the event;</li> <li>-research skills to evaluate and analyze the event (before and after it);</li> <li>-leadership and management skills when working with staff and volunteers involved in the event.</li> </ul>
Form of the lesson	Group
Form of final control	Exam, orally by ticket
Main literature	<ol style="list-style-type: none"> <li>1. Tulchinsky G. L., Gerasimov S. V., Lokhina T. E. Management of special events in the sphere of culture: a textbook. - St. Petersburg: "Publishing House PLANET of MUSIC"; Publishing house "Lan", 2010. - 384 p.: il. - (Textbooks for universities. Special literature);</li> <li>2. Schmitt B., Rogers D., Vrotsos K. Business in the style of the show. Marketing in the culture of impressions.: Translation from English. – M.: Williams Publishing House, 2005. – 400 p.: ill. – Parall.tit.eng.</li> <li>3. Artemyeva T.V., Tulchinsky G.L. Fundraising: raising funds for projects and programs in the field of culture and education: Textbook. - St. Petersburg: Publishing House "Lan"; "PLANET OF MUSIC Publishing House", 2010. - 288 p.; ill. - (Textbooks for universities. Special literature).</li> </ol>

### Creative technologies

Discipline name and cipher	Creative technologies (KT 2208)
Teacher	Mambekov Ye. B., Candidate of pedagogic sciences, professor
Department	Basic disciplines (DB)
Cycle of discipline	Art-management
The name of the module	Theory and practice of management
Language of instruction	Kazakh and Russian languages
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	6B02123- Art-management
Prerequisites of discipline	Cultural Economics, Management, Marketing
Post-requisites of discipline	Market in the art industry, risk Management, HR management, business Fundamentals, Time management
The content of the discipline	<p>Creative technologies are a tool that provides a unique opportunity to take part in the creation of effective creativity, expand the boundaries of non-standard thinking in the art industry. The creative component can be present in any kind of activity - communicative, educational, and organizational.</p>
Learning outcome	<p>competences:</p> <ul style="list-style-type: none"> <li>- ability to manage using creative and effective tools;</li> </ul> <p>knowledge:</p> <ul style="list-style-type: none"> <li>- modern technologies that allow to find solutions to problem problems, provoking ingenuity, flexibility and criticality of the mind, intuition, identity and self-confidence;</li> </ul> <p>skills:</p> <ul style="list-style-type: none"> <li>- search for new ways to form creative competence;</li> <li>- navigate the huge flow of information, with its richness and scientific;</li> <li>- determination of their place in society.</li> </ul> <p>skills:</p> <ul style="list-style-type: none"> <li>- tendency to ask questions, spontaneous curiosity;</li> <li>- the ability to deal with the same problem for a long time.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1. Tkachenko N. V. " Creative advertising. Design technologies", 2009, 335 p.</p> <p>2. Gogats A. " Business + creative. To overcome invisible entry barriers". Minsk, 2007 344 p.</p> <p>3. Cook P. "Creativity brings money", Minsk, 2007, 384 p.</p>

### Fundamentals of entrepreneurship

Discipline name and cipher	Fundamentals of entrepreneurship (OP 2210)
Teacher	Malaeva R. A., Ph. D., associate Professor Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	6B02123- Art management
Prerequisites of discipline	The Economics of culture, Management
Post-requisites of discipline	Business planning, Finance in the art industry, Fundraising, risk Management
The content of the discipline	"Fundamentals of entrepreneurship " studies the content and modern forms of entrepreneurship, types of business activities, organization and development of their own business.
Learning outcome	<ul style="list-style-type: none"> <li>- The process of studying the discipline "Fundamentals of entrepreneurship" is aimed at forming the following competencies-the ability to generalize, analyze, perceive information, set goals and choose ways to achieve it;</li> <li>- know:</li> <li>- theoretical and practical foundations of business organization;</li> <li>- domestic and foreign experience in the field of business organization;</li> <li>- economic content of entrepreneurial activity: objects, subjects and goals of entrepreneurship;</li> <li>- types of business solutions;</li> <li>basics of building an optimal business structure.</li> <li>- be able to:</li> <li>- make correct decisions on the organization and functioning of business activities;</li> <li>- to analyze problems of economic character at the analysis of business activity;</li> <li>- make informed business decisions;</li> <li>- analyze financial documents of business entities and make reasonable conclusions about the economic activities of this entity;</li> <li>- have the skills:</li> <li>- analysis of business activity;</li> <li>- methodology for drawing up a business plan.</li> <li>-</li> </ul>
Form of the lesson	Group
Form of final control	Exam, orally by ticket

Main literature	1 Busygin A.V. Entrepreneurship: OSN.course. Textbook for universities, Moscow: Delo, 2012; 2 Okaev S. O., Smagulova N. T. Entrepreneurship in Kazakhstan, Almaty, Economy, 2014; 3 Seidakhmetov S. S. Entrepreneurship. Almaty, Economy, 2010 4 Elshibekov R. K. Entrepreneurship. Almaty, Economy, 2014
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### The fundamentals of business

Discipline name and cipher	The fundamentals of business (OB 2210) (альтернатива дисциплины «Основы предпринимательство (OP 2210)»)
Teacher	Malaeva R. A., Ph. D., associate Professor Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	6B02123- Art management
Prerequisites of discipline	The Economics of culture, Management
Post-requisites of discipline	Business planning, Finance in the art industry, Fundraising, risk Management
The content of the discipline	"Basis of business " forms the student's entrepreneurial thinking, is one of the indispensable conditions for training qualified specialists
Learning outcome	competences: as a result of mastering the discipline "Fundamentals of business ", bachelors develop the ability to collect and analyze initial data necessary for calculating economic and socio-economic indicators that characterize the activities of economic entities; know: - theoretical and practical fundamentals of business; be able to: - make correct decisions about the organization and operation of the business; have the skills to organize a liquid business
Form of the lesson	Team
Form of final control	Exam, orally by ticket
Main literature	1. Of Y. Seidakhmetov A. S. Entrepreneurship. Almaty, Economy, 2010 2. Fundamentals of business (entrepreneurship): textbook / N. Yu. Kruglova. - Moscow: KNORUS, 2010. – 544 p.

### Organization of exhibition and concert activities

Discipline name and cipher	Organization of exhibition and concert activities (OVKD 2211)
Teacher	Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	4
The discipline is recommended for study in the specialty	6B02123 – Art management
Prerequisites of discipline	Cultural Economics, Marketing, Management
Post-requisites of discipline	Event business, PR and advertising in the art industry, Fundraising
Discipline name and cipher	The course contains basic information about the nature, basics and specifics of the organization and holding of exhibitions and concerts of various levels, features of planning, organization and participation in exhibitions and concerts, exhibition design, methods of success and evaluation of the results of the exhibition and concert.
Learning outcome	<p>As a result of studying the discipline the student should be formed the following competencies:</p> <ul style="list-style-type: none"> <li>- readiness to implement technologies of management and production of concerts, festivals, competitions, shows, festivals and forms of mass social and cultural activities;</li> <li>- ready for the introduction of innovative socio-cultural technologies that take into account the needs of society, to project activities in the field of culture and art (projects of museums, exhibitions, galleries, houses of culture and creativity), to the protection and reconstruction of cultural values;</li> <li>- possession of scientific and popular scientific style of presentation, methodological foundations of the development of scientific, popular scientific, educational publications of different genres, the use of literary, art, film and music materials for methodological developments;</li> <li>- readiness for cultural provision of urban social programs; know:</li> <li>- basic provisions and categorical-conceptual apparatus of the course;</li> <li>- classification of types of exhibitions and concerts;</li> </ul>



	<ul style="list-style-type: none"> <li>- the specifics of the planning process, organization and management of exhibition and concert marketing for enterprises in the field of social and cultural service;</li> <li>- technologies of organization of exhibition participation of the company, creation of exposition and presentation of its product in the process of direct work at the exposition;</li> <li>- principles of selection of the exhibition by the company for its participation and criteria of correct work at various stages of its exhibition participation;</li> <li>- basic methods of exhibition work;</li> <li>- features of the exhibition space planning;</li> <li>- principles and methods of interaction between participants of the exhibition and concert process</li> </ul> <p>know:</p> <ul style="list-style-type: none"> <li>- apply in practice the acquired knowledge of the basics of exhibition and concert activities,</li> <li>- clearly represent the essence, nature and mutual influence of information and communication processes of internal and external environment of the organization,</li> <li>- to provide work with the staff of the organization in the process of preparation of exhibition and concert events;</li> </ul> <p>skills:</p> <ul style="list-style-type: none"> <li>- self-application of the acquired knowledge in the practice of management of exhibition and concert processes of the organization;</li> <li>- skills in planning the exhibition and concert process;</li> <li>- necessary for modern specialists in the field of legal foundations of the advertising process in the exhibition and concert activities;</li> <li>- necessary to maintain relations with the media, information, advertising and consulting agencies, public relations agencies, interested firms, government and public institutions;</li> <li>- basic communication skills of interaction with exhibitors.</li> </ul>
Form of the lesson	Team
Form of final control	Exam for tickets
Main literature	<ol style="list-style-type: none"> <li>1. Berdyshev S. N. organization of exhibition activities: textbook.- M.: Publishing house "Dashkov and K", 2009.</li> <li>2. Technologies of exhibition activity: educational and methodical complex for students of the direction 071401.65 " Social and cultural activity "(qualification" Manager of social and cultural activity") full-time education/ K. I. Vaisero, V. N. Ostashkin, L. p. Smirnova.- Moscow: MGUU PM, 2013.</li> <li>3. Gurevich, P. S. the Psychology of advertising: Textbook.benefit.- Moscow: UNITY, 2005.</li> <li>4. Zakharenko G. p. Exhibition: technique and technology of success. - Moscow: publishing house of business literature, 2006.</li> </ol>

### Organization of technical, creative, temporary and creative space

Discipline name and cipher	Organization of technical, creative, temporal and creative spaces (ОТТКР 2211) <i>(альтернатива дисциплины «Организация выставочной и концертной деятельности (OVKD 2211)»)</i>
Teacher	Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	4
The discipline is recommended for study in the specialty	6B02123 – Art management
Prerequisites of discipline	Cultural Economics, Marketing, Management,
Post-requisites of discipline	Event business, PR and advertising in the art industry, Fundraising
Discipline name and cipher	The creative space is designed for the creative class of representatives of creative professions, freelancers, white-collar workers who are tired of the routine office schedule. Consideration of practical examples aimed at the organization of the working space, allowing effective and competent use of human resources, outstanding bright ideas aimed at obtaining aesthetic spiritual and material comfort.
Learning outcome	As a result of studying the discipline the student should be formed the following competencies: - readiness to implement technologies of management and production of concerts, festivals, competitions, holidays and forms of mass social and cultural activities; - readiness to implement innovative socio-cultural technologies that take into account the needs of society, to project activities in the field of culture and art, to protect and reconstruct cultural values; know: - basic provisions and categorical-conceptual apparatus of the course;

	<p>- on innovative forms of cultural and leisure activities from the perspective of considering their potential in the formation of the audience of "new type".</p> <p>know:</p> <ul style="list-style-type: none"> <li>- use technology to achieve the desired result;</li> <li>- to create a communication channel with a new class, which is formed in the conditions of innovative society and knowledge economy. A new society is being formed, transforming its creative self-realization into financial success, a new elite of the information society.</li> </ul> <p>own:</p> <ul style="list-style-type: none"> <li>- skills of independent application of the acquired knowledge in practice of management of creative processes of the organization;</li> <li>- skills in planning the exhibition and concert and creative process;</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1.Peter Letnii " Handbook on how to turn old buildings into cultural spaces»</p> <p>2.James Corey " Space."</p> <p>Richard Florida, "the Space of the organization: landscapes, highways and houses.»</p>

### Quality management

Discipline name and cipher	Quality Management (MK 3212)
Teacher	Baimagambetova G. I. doctor of Economics, Professor
Department	<b>Art management</b>
Cycle of discipline	Basic Disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	6B02123– Art management
Course prerequisites	Management, Economics of culture.
Post-requisites of discipline	HR management, Risk Management, Organizational behavior
Content of discipline	<p>The academic discipline "Quality Management" is intended for students of specialties 5B042300-Art management. In any firm and organization, quality management should begin with building a system that includes a qualitative and quantitative analysis of various indicators. At the lectures, students are presented with fundamental general theoretical issues of the academic discipline "Quality Management", which require a high level of systematization and generalization, deep fundamental training. Practical classes discuss issues of a</p>

	more private, applied nature, which expand and concretize the knowledge gained by students at lectures. In the course of studying the course, foreign experience, the state and prospects of development of quality management in the field of art and culture are used.
Learning outcome	<p>be competent in:</p> <ul style="list-style-type: none"> <li>-management, innovation, management, project management;</li> <li>- capable of mastering new knowledge;</li> <li>- in the organization of activities and building a quality model.</li> </ul> <p>know:</p> <ul style="list-style-type: none"> <li>- theoretical aspects and methods of quality management;</li> <li>- know and be guided by ethical and legal norms;</li> </ul> <p>the ways to creatively address issues of development quality;</p> <ul style="list-style-type: none"> <li>- ways to promote the quality of performance results;</li> <li>- basic approaches to managing the quality of results.</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>- make decisions in the face of different opinions;</li> <li>- work in a team; be able to make decisions independently;</li> <li>- define goals and objectives in professional activity;</li> <li>- to solve tasks in a changing environment;</li> </ul> <p>it is rational to plan and manage time.</p> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- practical methods of the quality manager;</li> <li>- principles an</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1.Kane M. M. Systems, methods and tools of quality management.</li> <li>2. Aristov O. V. Quality management. - M.: Infra-M.-2011. - 240 p.</li> <li>3. Zabrodin Yu. N. Quality management. Training manual. Grif MO RF. - M.: Omega-L.-2013. - 381 p.</li> <li>4. Kane M. M. Systems, methods and tools of quality management. 2-e ed. - M.: World of Books, 2012.</li> <li>5. Kachalov V. A. Audit of management systems for compliance with the requirements of ISO 9001, ISO 14001, OHSAS 18001. Workshop. In 2 volumes. - Moscow: izdat, 2012. - 640 p.</li> <li>6. Konoplev S. P. Quality management. Grif UMO MO RF. - M.: Infra-M.-2012.</li> <li>7. Mazur I. I. Quality management. - M.: Omega-L.-2011. - 400 p.</li> <li>8. Mishin V. M. Quality management. Textbook for university students studying in the specialty " Organization Management "(061100) - Moscow: UNITY-DANA. - 2012. - 463 p.</li> </ol>

### Global experience of venture business organization

Discipline name and cipher	World experience of venture business (MOOVБ3212) (альтернатива дисциплины «Менеджмент качества (МК 3212)»)
Teacher	Baimagambetova G. I. doctor of Economics, Professor
Department	Art management
Cycle of discipline	Basic Disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	5B042300 – Art management
Course prerequisites	Management
Post-requisites of discipline	Fundraising, a market in the art industry.
Content of discipline	The discipline is aimed at obtaining students ' knowledge on the basics of the world experience of organizing venture business, studying the principles and provisions of the organization and functioning of venture business, determining the forms of organizing creative business, as well as the main models of innovative management, and features of venture business.
Learning outcome	As a result of studying the discipline, the student must be competent: - in matters of venture business in the international space; - in the processes of venture business motivation; - in evaluating the company's performance. know: - know the main theories of the world experience of venture business and effectively apply their provisions in practice; - regulatory framework governing venture capital business; - methods of evaluating venture business; - experience of leading domestic and foreign companies in the field of venture business planning. be able to: - formulate and instill values in the company's staff - develop management decisions taking into account risk minimization; - create a system of creative plans for the company's activities; have the skills: - formation of the structure of a venture company; - application of risk project planning methods; - application of methods of justification of management decisions and organization of their implementation.
Form of the lesson	Group
Form of final control	Exam

Main literature	<p>1. A. Lukashov In Venture financing // Corporate Finance Management", 2016.</p> <p>2. Chibikov teoriya: Uchebnik dlya vuzov. - M.: Publishing Group NORMA-INFRA-M, 20s.</p> <p>3. . Kashirin, A. I. Innovative business. Venture capital and business angel investment. Textbook / A. I. Kashirin, A. S. Semenov. - M.: Publishing House "Delo" RANEPa, 2014. - 260 p.</p> <p>4. Manchulyantsev, Oleg How to grow a company into a billion. Capital truths of venture business / Oleg Manchulyantsev. - Moscow: Alpina Publisher, 2010. - 200 p.</p> <p>5. Hedges The business of your dreams / Hedges, Burke. - M.: Mn: Potpourri, 2013. - 144 p.</p>
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### Creative management

Discipline name and cipher	Creative management (KM 2301)
Teacher	Shulbaeva S. E., Ph. D., associate Professor
Department	Art management
Cycle of discipline	Profile disciplines (PD)
The name of the module	Management
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	3
The discipline is recommended for study in the specialty	6B02123– Art management
Course prerequisites	Public speaking, Management
Post-requisites of discipline	Advertising and PR in the art industry
Content of discipline	<p>The purpose of studying the discipline is to strengthen the ability to make non-trivial decisions (individual and collective), the study of technologies designed to solve problems and problems (primarily weakly structured, large-scale, managerial). The focus is not only on the content of knowledge, but also on the human thought processes themselves, their optimal organization in the form of cause-and-effect relationships and time sequences, as well as the quality of results.</p>
Learning outcome	<p>The process of studying the discipline "Creative Management" is aimed at the formation of the following competencies:</p> <p>1. need to know:</p> <ul style="list-style-type: none"> <li>-- Evolution of thinking technologies</li> <li>- Basic characteristics of the level of training, readiness of the mind for work</li> <li>- Models of linear and nonlinear thinking.</li> <li>- The essence of heuristics and creativity.</li> <li>- Theories of creativity: scientific, technical, artistic, etc.</li> <li>- The structure of the creative process</li> </ul> <p>2. must be able to:</p> <ul style="list-style-type: none"> <li>- Produce new ideas, find non-standard solutions to problem problems.</li> <li>- Perform analysis of existing creative techniques.</li> </ul>

	<ul style="list-style-type: none"> <li>- Organize the creative process.</li> </ul> <p>3. must own:</p> <ul style="list-style-type: none"> <li>- Problem solving; logical reasoning; linking ideas; free association.</li> <li>- Intensification of the creative process: the use of methods of active generation of solutions, their search and comparison.</li> <li>- Generalization of non-standard techniques that have proven effective in a narrow area, their extension to a wider class of problems.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1. Berezhnov, G. V. Knowledge and culture of the enterprise [Electronic resource]: Monograph / G. V. Berezhnov. - M.: Publishing and Trading Corporation "Dashkov and Co.", 2011. URL.: <a href="http://znanium.com/bookread.php?book=450885">http://znanium.com/bookread.php?book=450885</a></p> <p>2. Innovative development: economics, intellectual resources, knowledge management / Edited by B. Z. Milner. - Moscow: INFRA-M, 2009. - 624 p. URL.: <a href="http://znanium.com/bookread.php?book=169902">http://znanium.com/bookread.php?book=169902</a></p> <p>3. Howard K. Experience of the manager: A textbook / K. Howard, E. M. Korotkov. - M.: SIC Infra-M, 2013. - 224 p. URL.: <a href="http://znanium.com/bookread.php?book=347242">http://znanium.com/bookread.php?book=347242</a></p>

### Creative industries and cultural management

Discipline name and cipher	Creative industries and management in the field of culture (KIVSK 2301) (альтернатива дисциплины «Креативный менеджмент (KM 2301)»)
Teacher	Sh. E. Shalbayeva, Associate Professor
Department	Art management
Cycle of discipline	Profile disciplines (PD)
The name of the module	Management
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	3
The discipline is recommended for study in the specialty	6B02123-Art management
Course prerequisites	Public speaking, Management
Post-requisites of discipline	Advertising and PR in the art industry
Content of discipline	The aim of the discipline is to develop students' professional knowledge, skills and abilities in the field of art management and to educate them in the relevant professional and personal qualities necessary for specialists and managers of state and municipal structures in the field of social and cultural work.

Learning outcome	<p><b>The student must: know</b></p> <ul style="list-style-type: none"> <li>- content of the concepts of "art management", "creative industry»;</li> <li>- main functions and mechanisms of creative industry management;</li> <li>-art management technologies;</li> <li>- basic categories of the market and market relations of the creative industry;</li> <li>- financing mechanisms for creative industries to</li> </ul> <p><b>be able to:</b> - perform professional functions, duties of an art manager;</p> <ul style="list-style-type: none"> <li>- apply the acquired knowledge and skills in future professional activities.</li> </ul> <p><b>possess skills:</b></p> <ul style="list-style-type: none"> <li>- analysis of the state, problems and trends in the development of the creative industry;</li> <li>- organization of work of creative teams; - design and production of creative projects; - attracting financial sources for the production and implementation of creative projects;</li> <li>- implementation of activities for the promotion and implementation of social and cultural projects.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1.Pereverzev M. P. Management in the sphere of culture and art: textbook / M. P. Pereverzev, T. V. Kostsov. Moscow: Infra-M, 2014-189 p. 3. Tolstikova I. I. World culture and Art: textbook. Moscow: Alfa-M:INFRA-M, 2011. 4. Tulchinsky G. L. PR in the sphere of culture:Textbook. 5. Tulchinsky G. L. Management in the sphere of culture: Textbook / G. L. Tulchinsky, E. L. Shekova-5th ed., ispr. and additional-St. Petersburg: Lan: Planet of Music, 2013. - 541 p.</p>

### HR management

Discipline name and cipher	HR management / HRM 2303
Teacher	Zhanibekova G. K., PhD, Associate Professor
Cycle of discipline	Profile disciplines (PD)
Department	Art-management
The name of the module	Managerial
Language of instruction	English
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	5B042300 – Art-management
Prerequisites of discipline	Экономика культуры, Management
Post-requisites of discipline	Strategic management, producing mastery foundations
The content of the discipline	The purpose of mastering the discipline "HR management" is the formation of highly qualified



	managers with comprehensive knowledge and competencies in the field of human resource management for the effective implementation of professional activities.
Learning outcome	<p>As a result of mastering the discipline, students should demonstrate the following learning outcomes:</p> <p>1) Have an idea: about the evolution of the theory and practice of HR management, about the place and modern role of HR management in the overall management system of the organization; on personnel, documentation, information technology, regulatory, methodological and legal support for the human resource management system, on the creation of a single team, the formation of a corporate culture and conflict management</p> <p>2 ) Know: methodology of HR-management; goals and objectives of HR management and their relationship with the development strategy of the organization; basics of organizational design of the human resource management system; modern management technologies and methods for assessing the performance of personnel</p> <p>3) Be able to: plan work with personnel in accordance with the company's strategy; put into practice modern technologies of marketing, recruitment, selection, hiring, adaptation, training, motivation, business assessment, career management of personnel; evaluate the economic and social efficiency of the human resource management system and technology</p> <p>4) Master: the conceptual and categorical apparatus of the discipline, the skills to develop and implement programs and projects in the human resource management system.</p>
Form of the lesson	Group
Form of final control	Exam, orally by ticket
Main literature	<p>1. Eremin V.I. Human Resource Management: Textbook / Eremin V.I., Shumakov Yu.N., Zharikov S.V. - M.: NITs INFRA-M, 2016. - 272 p. Access mode: <a href="http://znanium.com/catalog.php?bookinfo=445081">http://znanium.com/catalog.php?bookinfo=445081</a></p> <p>2. Kartashova L.V. Human Resource Management: Textbook. - M.: INFRA-M, 2017. - 235 p. Access mode: <a href="http://znanium.com/catalog.php?bookinfo=648501">http://znanium.com/catalog.php?bookinfo=648501</a></p> <p>3. Kibanov A. Ya. Organizational personnel management: textbook / ed. AND I. Kibanova. - 4th ed., revised. and additional - M.: INFRA-M, 2017. - 695 p.</p>

## Teambuilding

Discipline name and cipher	Teambuilding (2303) (Альтернатива дисциплины «HR менеджмент / HRM 3303»)
Teacher	Zhanibekova G. K., PhD, Associate Professor
Department	"Art-management»
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Managerial
Language of instruction	English
Number of credits	5
Semester	3
The discipline is recommended for study in the specialty	5B042300 – Art management
Prerequisites of discipline	Management
Post-requisites of discipline	Design technologies in the art industry, Strategic management; Advertising and PR in the art industry; Producer activity
The content of the discipline	The goals and objectives of the discipline are to equip the student with the knowledge and skills of teamwork, the ability to work in a team, to know the strengths and weaknesses of teamwork and methods to improve its effectiveness
Learning outcome	Should know: - know the specifics of effective interaction in a group and team work, the basic concepts of discipline, master the methods of analyzing team roles, know the factors that affect the effectiveness of team and group work; - have an idea about the stages of development of the group, the problems of group interaction, due to one or another stage of its formation; - Should be able to: - Conduct quantitative forecasting and modeling of business process management - Conduct interviews, personal conversations; -Assess the cohesion of the group (team). - Apply a persuasive communication model. -Use group and team communications. - be able to adequately navigate the goals and methods of group work; - understand the stylistic differences in the conduct of groups depending on the goals; Should master: - methodological and methodical skills of systematic analysis of business culture and its impact on the implementation of management functions; -the abilities to organize effective cross-cultural interaction and joint business with representatives of other cultures based on the recognition and respect for cultural differences and building a shared value system.
Form of the lesson	Group
Form of final control	Exam (protection of the project on concert activity)
	1. Pereverzev M.P. Management in the sphere of culture and art: Textbook / M.P.

Main literature	<p>Pereverzev, T.V. Kostov; Ed. M.P. Pereverzeva. - M.: NITs INFRA-M, 2014.-192 p.</p> <p>2. Vasilevskaya I.V. Innovation management: Textbook / I.V. Vasilevskaya. - 3rd ed. -M.: ID RIOR, 2009. - 129 p.</p> <p>3. Vorotnoy M.V. Music management. - Publishing House: Lan, Planet of Music. -2013. -256 p.</p>
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### Marketing research of the art industry

Discipline name and cipher	Marketing research of the art industry MIAI 3306
Teacher	Baimagambetova G. I., doctor of Economics, Professor Nurmoldayev S.T., master
Cycle of discipline	Profiling disciplines (PD)
Department	Art-management
The name of the module	Management marketing
Language of instruction	Kazakh and Russian languages
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	5B042300 Art-management
Prerequisites of discipline	The Economics of culture, Management
Post-requisites of discipline	Event-business, Theatre art management, Strategic management
The content of the discipline	<p>The orientation of the economic entity on marketing determines the need to study the behavior of consumers, intermediaries, suppliers, competitors, and in General, the entire market situation. In this regard, the leading role is played by marketing research, without timely and competent conduct of which and taking into account their results in the future, the practical activity of the economic entity is doomed to failure. Reliable results of marketing research allow him to reduce the degree of inevitable risk, reasonably develop corporate (portfolio, growth, competitive), functional and instrumental strategies. In other words, the main purpose of marketing research is to provide market participants with objective information and analytical material in order to strengthen their competitive advantages</p>
Learning outcome	<p><b>Competences:</b></p> <ul style="list-style-type: none"> <li>- possession of the culture of thinking, the ability to generalize, analyze, perceive information, setting goals and choosing ways to achieve it;</li> <li>- readiness to identify and meet the needs of buyers of goods, their formation with the help of marketing communications, the ability to study and predict consumer demand, analyze marketing information, commodity market conditions;</li> </ul>

	<ul style="list-style-type: none"> <li>- ability to collect, store, process and evaluate information necessary for the organization and management of professional activities;</li> <li>- ability to conduct market research.</li> </ul> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- to assess the role and feasibility of marketing research;</li> <li>- on the composition and procedure of development of the program of marketing research in Russia;</li> <li>- the composition of the necessary marketing information to conduct qualitative research;</li> </ul> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- to be able to make a plan of research;</li> <li>- be able to collect the necessary information;</li> <li>- choose the right way to collect marketing information;</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>-conduct market research in a specific situation</li> </ul>
Form of the lesson	Team
Form of final control	Exam, orally by tickets
Main literature	<p>1. Alexanin, B. A. Marketing / B. A. Alexanin. - M.: Dashkov and K, 2014. – 200 p. - 32 –</p> <p>2. Anurin, V. Marketing research of the consumer market / V. Anurin, I. Muromkina, E. Yevtushenko. – SPb. : Peter, 2012. - - 270 p.</p> <p>3. Gaidaenko, T. A. Marketing management. Full MBA course. The principle of management decisions and domestic practice / TA Gaidaenko. 2nd ed., pererab and DOP. - M.: Eksmo, 2011. - 496 p.</p> <p>4. Godin, A. M. Marketing / A. M. Godin. – M. : Dashkov &amp; Co., 2011. - 756 with</p> <p>5. Golubkov, E. p. Marketing research: theory, methodology, practice / E. P. Golubkov. - Moscow: Finpress, 2012. - 245 p.</p>

### Segmentation and positioning in the cultural sphere

Discipline name and cipher	Segmentation and positioning in the cultural sphere (SPSK 3306) (альтернатива дисциплины «Маркетинговые исследования арт-индустрии MIAI 3306»)
Teacher	Baimagambetova G. I., doctor of Economics, Professor Nurmoldayev S.T., master
Department	Profiling disciplines (PD)
Cycle of discipline	Art-management
The name of the module	Management marketing

	Kazakh and Russian languages
Number of credits	5
Semester	4
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Organization of concert activities, project Management
Post-requisites of discipline	Production activities, marketing of services, Advertising of goods and services, Advertising and PR in the art industry, international marketing
The content of the discipline	<p>A special feature of studying this discipline is that the choice of the target market involves assessing, on the one hand, the requirements of the external business environment, the marketing environment, the requirements of specific market segments and consumers, and on the other hand, the cultural product, what about draws the attention of students in the learning process. In other words, it is necessary to learn how to find an optimal correspondence or balance between the nature of external requirements and the specifics of the cultural product. On the one hand, it is necessary to determine the attractiveness of different market segments, and on the other-the competitive advantages of the cultural product. Such "weighing" allows you to find the target market.</p> <p>The choice of the target market is closely related to the issues of positioning of the cultural product, revealing its distinctive features and characteristics and determining its place in the market among other analogous goods from the position of the consumer himself. Positioning makes the product recognizable on the market. The purpose of the discipline is to promote effective and different-sided training of specialists-marketers in the cultural sphere; to acquaint students with the methods of identifying new market segments, the choice of the target market and the positioning of cultural goods</p>
Learning outcome	<p>The process of studying the discipline "Segmentation and positioning in the field of culture" is aimed at the formation of the following <b>competencies</b>:</p> <ul style="list-style-type: none"> <li>- the ability to exercise under the control of professional functions in the field of advertising and public relations in various structures;</li> <li>- ability to plan and organise under the control of the communication campaigns and events;</li> <li>- ability to organize and conduct sociological research;</li> <li>- the ability to implement knowledge in the field of re-klama as a sphere of professional activity;</li> <li>- ability to conduct market research.</li> </ul> <p><b>know:</b></p>

	<ul style="list-style-type: none"> <li>- regularities and stages of development of marketing strategies of advertising campaigns;</li> <li>- types of advertising campaigns and methods of its formation;</li> <li>- types of strategic planning, their main parameters and principles of their design;</li> <li>- types of strategic planning and methods of their adoption; the main business processes in the organization.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- solve problems arising during the implementation of advertising campaigns;</li> <li>- implement marketing functions;</li> <li>- possess different ways of conflict resolution;</li> <li>- to know the methods of search and evaluation of management decisions, to be able to take into account their consequences from the standpoint of social responsibility.</li> </ul> <p><b>own:</b></p> <ul style="list-style-type: none"> <li>- the ability to design an advertising campaign, to carry out the distribution of powers and responsibilities on the basis of their delegation;</li> <li>- - ability to effectively organize group work based on knowledge of group dynamics processes and principles of team building</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1 Golubkov, E. p. Fundamentals of marketing: textbook / E. P. Golubkov. 2nd ed., pererab. and DOP. -- M.: Finpress, 2003. - 688c.</p> <p>2. Kotler F. Fundamentals of marketing. - St. Petersburg: Williams, 1999.</p> <p>3. The Colbert F. Marketing culture and the arts. TRANS. with eng. L. G. Mochalova, scientific. edited by M. Naimark, St. Petersburg: Art-Press, 2004, 255 p.</p> <p>4. Berezkina, ie Basics of marketing: workshop / - M.: High school, 2006. 191c.</p>

**DESCRIPTION OF ELECTIVE DISCIPLINES**  
**3 COURSE**

**Organization of exhibition and concert activities**

Discipline name and cipher	Organization of exhibition and concert activities (OVKD 3211)
Teacher	Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	6B02123-Art management
Prerequisites of discipline	Cultural Economics, Marketing, Management,
Post-requisites of discipline	Event business, PR and advertising in the art industry, Fundraising
Discipline name and cipher	The course contains basic information about the nature, basics and specifics of the organization and holding of exhibitions and concerts of various levels, features of planning, organization and participation in exhibitions and concerts, exhibition design, methods of success and evaluation of the results of the exhibition and concert.
Learning outcome	As a result of studying the discipline the student should be formed the following competencies: - readiness to implement technologies of management and production of concerts, festivals, competitions, shows, festivals and forms of mass social and cultural activities; - ready for the introduction of innovative socio-cultural technologies that take into account the needs of society, to project activities in the field of culture and art (projects of museums, exhibitions, galleries, houses of culture and creativity), to the protection and reconstruction of cultural values; - possession of scientific and popular scientific style of presentation, methodological foundations of the development of scientific, popular scientific,

	<p>educational publications of different genres, the use of literary, art, film and music materials for methodological developments;</p> <ul style="list-style-type: none"> <li>- - readiness for cultural provision of urban social programs;</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- basic provisions and categorical-conceptual apparatus of the course;</li> <li>- classification of types of exhibitions and concerts;</li> <li>- the specifics of the planning process, organization and management of exhibition and concert marketing for enterprises in the field of social and cultural service;</li> <li>- - technologies of organization of exhibition participation of the company, creation of exposition and presentation of its product in the process of direct work at the exposition;</li> <li>- principles of selection of the exhibition by the company for its participation and criteria of correct work at various stages of its exhibition participation;</li> <li>- basic methods of exhibition work;</li> <li>- features of the exhibition space planning;</li> <li>- principles and methods of interaction between participants of the exhibition and concert process</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- apply in practice the acquired knowledge of the basics of exhibition and concert activities,</li> <li>- clearly represent the essence, nature and mutual influence of information and communication processes of internal and external environment of the organization,</li> <li>- to provide work with the staff of the organization in the process of preparation of exhibition and concert events;</li> </ul> <p><b>skills:</b></p> <ul style="list-style-type: none"> <li>- self-application of the acquired knowledge in the practice of management of exhibition and concert processes of the organization;</li> <li>- skills in planning the exhibition and concert process;</li> <li>- necessary for modern specialists in the field of legal foundations of the advertising process in the exhibition and concert activities;</li> <li>- necessary to maintain relations with the media, information, advertising and consulting agencies, public relations agencies, interested firms, government and public institutions;</li> <li>- basic communication skills of interaction with exhibitors.</li> </ul>
Form of the lesson	Team
Form of final control	Exam for tickets



Main literature	<ol style="list-style-type: none"> <li>1. Berdyshev S. N. organization of exhibition activities: textbook.- M.: Publishing house "Dashkov and K", 2009.</li> <li>2. Technologies of exhibition activity: educational and methodical complex for students of the direction 071401.65 " Social and cultural activity "(qualification "Manager of social and cultural activity") full-time education/ K. I. Vaisero, V. N. Ostashkin, L. p. Smirnova.- Moscow: MGUU PM, 2013.</li> <li>3. Gurevich, P. S. the Psychology of advertising: Textbook.benefit.- Moscow: UNITY, 2005.</li> <li>4. Zakharenko G. p. Exhibition: technique and technology of success. - Moscow: publishing house of business literature, 2006.</li> </ol>
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### Organization of technical, creative, temporary and creative space

Discipline name and cipher	Organization of technical, creative, temporal and creative spaces (OTTKP 3211)
Teacher	Keshubaeva D. E., master of arts, teacher
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	6B02123-Art management
Prerequisites of discipline	Cultural Economics, Marketing, Management,
Post-requisites of discipline	Event business, PR and advertising in the art industry, Fundraising
Discipline name and cipher	The creative space is designed for the creative class of representatives of creative professions, freelancers, white-collar workers who are tired of the routine office schedule. Consideration of practical examples aimed at the organization of the working space, allowing effective and competent use of human resources, outstanding bright ideas aimed at obtaining aesthetic spiritual and material comfort.
Learning outcome	As a result of studying the discipline the student should be formed the following <b>competencies</b> : - readiness to implement technologies of management and production of concerts, festivals, competitions, holidays and forms of mass social and cultural activities; - readiness to implement innovative socio-cultural technologies that take into account the needs of

	<p>society, to project activities in the field of culture and art, to protect and reconstruct cultural values;</p> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- basic provisions and categorical-conceptual apparatus of the course;</li> <li>- on innovative forms of cultural and leisure activities from the perspective of considering their potential in the formation of the audience of "new type".</li> </ul> <p>know:</p> <ul style="list-style-type: none"> <li>- use technology to achieve the desired result;</li> <li>- to create a communication channel with a new class, which is formed in the conditions of innovative society and knowledge economy. A new society is being formed, transforming its creative self-realization into financial success, a new elite of the information society.</li> </ul> <p><b>own:</b></p> <ul style="list-style-type: none"> <li>- skills of independent application of the acquired knowledge in practice of management of creative processes of the organization;</li> <li>- skills in planning the exhibition and concert and creative process;</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1.Peter Letnii " Handbook on how to turn old buildings into cultural spaces»</p> <p>2.James Corey " Space."</p> <p>Richard Florida, "the Space of the organization: landscapes, highways and houses.»</p>

### Quality management

Discipline name and cipher	Quality Management (MK 3212)
Teacher	Baimagambetova G. I. doctor of Economics, Professor
Department	Art management
Cycle of discipline	Basic Disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
The discipline is recommended for study in the specialty	6B02123-Art management
Course prerequisites	Management, Economics of culture.
Post-requisites of discipline	HR management, Risk Management, Organizational behavior

Content of discipline	<p>The academic discipline "Quality Management" is intended for students of specialties 5B042300-Art management. In any firm and organization, quality management should begin with building a system that includes a qualitative and quantitative analysis of various indicators. At the lectures, students are presented with fundamental general theoretical issues of the academic discipline "Quality Management", which require a high level of systematization and generalization, deep fundamental training. Practical classes discuss issues of a more private, applied nature, which expand and concretize the knowledge gained by students at lectures. In the course of studying the course, foreign experience, the state and prospects of development of quality management in the field of art and culture are used.</p>
Learning outcome	<p><b>be competent in:</b></p> <ul style="list-style-type: none"> <li>- management, innovation, management, project management;</li> <li>- capable of mastering new knowledge;</li> <li>- in the organization of activities and building a quality model.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- theoretical aspects and methods of quality management;</li> <li>- know and be guided by ethical and legal norms; the ways to creatively address issues of development quality;</li> <li>- ways to promote the quality of performance results;</li> <li>- basic approaches to managing the quality of results.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- make decisions in the face of different opinions;</li> <li>- work in a team; be able to make decisions independently;</li> <li>- define goals and objectives in professional activity;</li> <li>- to solve tasks in a changing environment; it is rational to plan and manage time.</li> </ul> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- practical methods of the quality manager;</li> <li>- principles an</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1.Kane M. M. Systems, methods and tools of quality management.</li> <li>2. Aristov O. V. Quality management. - M.: Infra-M.-2011. - 240 p.</li> <li>3. Zabrodin Yu. N. Quality management. Training manual. Grif MO RF. - M.: Omega-L.-2013. - 381 p.</li> <li>4. Kane M. M. Systems, methods and tools of quality management. 2-e ed. - M.: World of Books, 2012.</li> <li>5. Konoplev S. P. Quality management. Grif UMO MO RF. - M.: Infra-M.-2012.</li> </ol>

	6. Mazur I. I. Quality management. - M.: Omega-L.- 2011. - 400 p.
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### Global experience of venture business organization

Discipline name and cipher	Global experience of venture business organization (MOOVБ3212) (альтернатива дисциплины «Менеджмент качества (МК 3212)»)
Teacher	Baimagambetova G. I. doctor of Economics, Professor
Department	Art management
Cycle of discipline	Basic Disciplines (DB)
The name of the module	Management theory and practice
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
The discipline is recommended for study in the specialty	5B042300-Art management
Course prerequisites	Management
Post-requisites of discipline	Fundraising, a market in the art industry.
Content of discipline	The discipline is aimed at obtaining students ' knowledge on the basics of the world experience of organizing venture business, studying the principles and provisions of the organization and functioning of venture business, determining the forms of organizing creative business, as well as the main models of innovative management, and features of venture business.
Learning outcome	As a result of studying the discipline, the student must be competent: - in matters of venture business in the international space; - in the processes of venture business motivation; - in evaluating the company's performance. know: - know the main theories of the world experience of venture business and effectively apply their provisions in practice;

	<ul style="list-style-type: none"> <li>-regulatory framework governing venture capital business;</li> <li>- methods of evaluating venture business;</li> <li>- experience of leading domestic and foreign companies in the field of venture business planning.</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>- formulate and instill values in the company's staff</li> <li>- develop management decisions taking into account risk minimization;</li> <li>- create a system of creative plans for the company's activities;</li> </ul> <p>have the skills:</p> <ul style="list-style-type: none"> <li>- formation of the structure of a venture company;</li> <li>- application of risk project planning methods;</li> <li>- application of methods of justification of management decisions and organization of their implementation.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. A. Lukashov In Venture financing // Corporate Finance Management", 2016.</li> <li>2. Chibikov teoriya: Uchebnik dlya vuzov. - M.: Publishing Group NORMA-INFRA-M, 20s.</li> <li>3. Cheredanova ekonomiki i predprinimatelstva. - Study for the first prof.</li> <li>4. Golembiovsky, S. A. Business plan in the style of Russian / S. A. Golembiovsky. - M.: Gostekhizdat, 2010. - 432 p.</li> <li>5. Kashirin, A. I. Innovative business. Venture and business angel investment / A. I. Kashirin, A. S. Semenov. - M.: Publishing House "Delo" RANEPA, 2012. - 258 p.</li> <li>6. Kashirin, A. I. Innovative business. Venture capital and business angel investment. Textbook / A. I. Kashirin, A. S. Semenov. - M.: Publishing House "Delo" RANEPA, 2014. - 260 p.</li> <li>7. Manchulyantsev, Oleg How to grow a company into a billion. Capital truths of venture business / Oleg Manchulyantsev. - Moscow: Alpina Publisher, 2010. - 200 p.</li> <li>8. Hedges Business of your dreams / Hedges, Burke. - Moscow: Mn: Potpourri, 2013. - 144 p.</li> </ol>

### **HR management**

Discipline name and cipher	HR management / HRM 3302
Teacher	Zhanibekova G. K., PhD, Associate Professor
Cycle of discipline	Profile disciplines (PD)
Department	Art-management
The name of the module	Managerial

Language of instruction	English
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	5B042300 – Art-management
Prerequisites of discipline	Culture economy, Management
Post-requisites of discipline	Strategic management, основы продюсерского мастерства
The content of the discipline	The purpose of mastering the discipline "HR management" is the formation of highly qualified managers with comprehensive knowledge and competencies in the field of human resource management for the effective implementation of professional activities
Learning outcome	<p>As a result of mastering the discipline, students should demonstrate the following learning outcomes:</p> <p>1) Have an idea: about the evolution of the theory and practice of HR management, about the place and modern role of HR management in the overall management system of the organization; on personnel, documentation, information technology, regulatory, methodological and legal support for the human resource management system, on the creation of a single team, the formation of a corporate culture and conflict management</p> <p>2 ) Know: methodology of HR-management; goals and objectives of HR management and their relationship with the development strategy of the organization; basics of organizational design of the human resource management system; modern management technologies and methods for assessing the performance of personnel</p> <p>3) Be able to: plan work with personnel in accordance with the company's strategy; put into practice modern technologies of marketing, recruitment, selection, hiring, adaptation, training, motivation, business assessment, career management of personnel; evaluate the economic and social efficiency of the human resource management system and technology</p> <p>4) Master: the conceptual and categorical apparatus of the discipline, the skills to develop and implement programs and projects in the human resource management system</p>
Form of the lesson	Group
Form of final control	Exam, orally by ticket
Main literature	<p>1. Eremin V.I. Human Resource Management: Textbook / Eremin V.I., Shumakov Yu.N., Zharikov S.V. - M.: NITs INFRA-M, 2016. - 272 p. Access mode: <a href="http://znanium.com/catalog.php?bookinfo=445081">http://znanium.com/catalog.php?bookinfo=445081</a></p> <p>2. Kartashova L.V. Human Resource Management: Textbook. - M.: INFRA-M, 2017. - 235 p. Access mode: <a href="http://znanium.com/catalog.php?bookinfo=648501">http://znanium.com/catalog.php?bookinfo=648501</a></p> <p>3. Kibanov A. Ya. Organizational personnel management: textbook / ed. AND I. Kibanova. - 4th ed., revised. and additional - M.: INFRA-M, 2017. - 695 p.</p>

### **Teambuilding**

Discipline name and cipher	Teambuilding (MMI 3302) (Альтернатива дисциплины «HR менеджмент / HRM 3302»)
Teacher	Zhanibekova G. K., PhD, Associate Professor
Department	"Art-management»
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Managerial
Language of instruction	English
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	5B042300 – Art management
Prerequisites of discipline	Management
Post-requisites of discipline	Design technologies in the art industry, Strategic management; Advertising and PR in the art industry; Producer activity
The content of the discipline	The goals and objectives of the discipline are to equip the student with the knowledge and skills of teamwork, the ability to work in a team, to know the strengths and weaknesses of teamwork and methods to improve its effectiveness
Learning outcome	Should know: - know the specifics of effective interaction in a group and team work, the basic concepts of discipline, master the methods of analyzing team roles, know the factors that affect the effectiveness of team and group work; - have an idea about the stages of development of the group, the problems of group interaction, due to one or another stage of its formation; - Should be able to: - Conduct quantitative forecasting and modeling of business process management - Conduct interviews, personal conversations; -Assess the cohesion of the group (team). - Apply a persuasive communication model. -Use group and team communications. - be able to adequately navigate the goals and methods of group work; - understand the stylistic differences in the conduct of groups depending on the goals; Should master: -methodological and methodical skills of systematic analysis of business culture and its impact on the implementation of management functions; - the abilities to organize effective cross-cultural interaction and joint business with representatives of other cultures based on the recognition and respect for cultural differences and building a shared value system.
Form of the lesson	Group
Form of final control	Exam (protection of the project on concert activity)

Main literature	<p>1. Pereverzev M.P. Management in the sphere of culture and art: Textbook / M.P. Pereverzev, T.V. Kostov; Ed. M.P. Pereverzeva. - M.: NITs INFRA-M, 2014.-192 p.</p> <p>2. Vasilevskaya I.V. Innovation management: Textbook / I.V. Vasilevskaya. - 3rd ed. -M.: ID RIOR, 2009. - 129 p.</p> <p>3. Vorotnoy M.V. Music management. - Publishing House: Lan, Planet of Music. -2013. -256 p.</p>
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### Time managment

Discipline name and cipher	Time Management (TM 3218)
Teacher	Shalbayeva Sh.E. Candidate of Economics, Associate Professor
Department	"Art Management"
Cycle of discipline	Basic disciplines (DB)
The name of the module	Management
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
The discipline is recommended for study in the specialty	6B02123– Art Management
Prerequisites of discipline	Management, the Basis of entrepreneurship
Post-requisites of discipline	Event-business, Theater management, Film industry Management
The content of the discipline	Mastering by students the necessary theoretical and practical knowledge in the field of personal goal-setting system and time management.
Learning outcomes	<p><b>competencies:</b> students in the field of planning their own time and someone else's time by the method of effective use.</p> <p><b>To know:</b></p> <ul style="list-style-type: none"> <li>-the main stages of the development of managerial thought in the field of time management;</li> <li>- leading concepts in the formation of an effective management system;</li> <li>-conditions for the formation of a successful project management system through the principles of time management.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- - use knowledge and skills in their professional activities;</li> <li>- - set goals and formulate tasks related to the implementation of professional functions;</li> <li>- - to use the knowledge of time management in their practical activities;</li> <li>- - analyze the essence of the main phenomena and problems of the organization of time management;</li> </ul> <p><b>skills:</b></p> <ul style="list-style-type: none"> <li>- rationally use your time resource, increase your</li> </ul>



	efficiency and effectiveness of work, organize the process of work and rest.
The form of the lesson	Group
Form of final control	Ticket Exam
Basic literature	1.Arkhangelsk G.A. Organization of time: Textbook – St. Petersburg: Publishing House "Peter", 2012. 2.Reznik S.D. Personal management: Textbook. M : INFRA-M.2011 4. 3. Foresight P. Business – time: how to properly manage your time/Per with eng. Minsk 5. Amalfea, 2009.

### Advertising of goods and services

Discipline name and cipher	Advertising of goods and services RTU 3218
Teacher	Shalbayeva Sh.E. Candidate of Economics, Associate Professor
Department	Basic disciplines (DB)
Cycle of discipline	Management
The name of the module	Kazakh,Russian
Language of instruction	3
Number of credits	5
Semester	6B02123– Art management, rus, kaz
The discipline is recommended for study in the specialty	Management, Marketing, Communication Theory,
Prerequisites of discipline	Fundamentals of entrepreneurship
The content of the discipline	To develop a systematic scientific and practically oriented view of modern advertising activities among students, to form knowledge about the trends in the development of the advertising market in a changing economic, media and socio-cultural environment.
Learning outcomes	<p><b>competencies:</b></p> <p>-a student in the field of promotion of goods and services through advertising products</p> <p><b>To know:</b></p> <p>- about the structure and features of the functioning of the global and domestic advertising markets, about their current state and development trends, about goods and services of subjects of this market, about business processes and marketing processes in this market;</p> <p><b>be able to:</b></p> <p>- conduct qualitative and quantitative analysis of the state, trends in the development of this market and its various segments, types of goods and services on it;</p> <p><b>own:</b></p> <p>- skills in developing reports, preparing reports and analytical notes, articles on these issues for senior and middle managers of companies.</p>

The form of the lesson	Group
Form of final control	Ticket Exam
Basic literature	1. Boronoeva T.A. Modern advertising management: Textbook. – M.: Aspect Press, 2013 2. Golman I.A. Advertising activity: planning, technology, organization: Textbook for students. universities. 2nd ed., reprint. and additional – M.: Gella-print, 2012. 3. Advertising activity: Textbook for students. universities / F.G. Pankratov, Yu.K. Bazhenov, T.K. Seregina et al. 6th ed., reprint. and additional – M.: Dashkov and K*, 2013

### Organizational behavior

The name of the discipline and the cipher	Organizational behavior (OP 3219)
Teacher	Sarymsakova A.S. Ph.D., Associate Professor
Department	Ospanova A.M. teacher
The cycle of discipline	of "Art management"
Name of the module	Basic disciplines (DB)
Teaching language	Managerial
Number of credits	Kazakh and Russian
Term	5
The discipline is recommended for learning by EXPERIENCE	5
Prerequisites of the discipline	6B02123 – Art Management
Post-requirements of the discipline	Management
Content of the discipline	<p>The study of this discipline is of great importance for the organizational, managerial and project activities of future managers who contribute to the training in the functioning of cultural and art enterprises, in particular, as well as the development of the republic as a whole. The purpose of the discipline is to provide students with theoretical knowledge and acquire practical skills in managing people's behavior in cultural organizations, in cultural projects, which they will be able to use in their future work.</p>
Learning outcomes	<p>The process of studying the discipline "Organizational behavior" is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- - psychologically competent recruitment and hiring of personnel;</li> <li>- - development of optimal motivation and incentive systems for the organization of personnel;</li> <li>- - development and implementation in the organization of a development and training system that meets the needs of employees (coaching);</li> <li>- knowledge:</li> <li>- - formation of theoretical knowledge and practical skills in the discipline;</li> </ul>

	<ul style="list-style-type: none"> <li>- - mastering various approaches to managing the human potential of the organization, mastering the principles of choosing the optimal leadership style;</li> <li>- - study of sources and ways of manifestation of organizational culture;</li> </ul> <p>skills:</p> <ul style="list-style-type: none"> <li>- - ability to present and formulate the content of the main provisions of organizational behavior;</li> <li>- - formation of the ability to apply in practice the main provisions of the theories of organizational behavior to solve management problems</li> </ul> <p>skills:</p> <ul style="list-style-type: none"> <li>- - formation of the student's ability to discuss specific managerial situations from the standpoint of theories of organizational behavior;</li> <li>- - the use of knowledge on typological personality profiles in the formation of teams;</li> <li>- - mastering the skills of conflict management.</li> </ul>
The form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Ashirov D.A. Organizational behavior: studies / M.: TK Velbi, Publishing House: Prospect, 2006. – 360 p.</p> <p>Tulchinsky G.L., Shekova E.L. Management in the sphere of culture: a textbook. 4th ed., ispr. and add./St. Petersburg: Publishing House "Lan"; Publishing house "Planet of Music", 2009 – 544 p.: ill. – (Textbooks for universities. Special literature).</p> <p>Dorofeev V.D., Shmeleva A.N., Chastukhina Yu.Yu. Organizational behavior: A textbook / Penza: Publishing House of the University, 2004, 142 p.</p>

### **Regulation in the field of culture**

The name of the discipline and the cipher	Organizational behavior (OP 3219)
Teacher	Sarymsakova A.S. Ph.D., Associate Professor Ospanova A.M. teacher
Department	of "Art management"
The cycle of discipline	Basic disciplines (DB)
Name of the module	Managerial
Teaching language	Kazakh and Russian
Number of credits	5
Term	5
The discipline is recommended for learning by EXPERIENCE	6B02123 – Art management
Prerequisites of the discipline	Management
Post-requirements of the discipline	Strategic Management, Time Management

Content of the discipline	The course is taught as a field of legal knowledge. At the same time, it is assumed that students have general (basic human and civil rights and freedoms, the Constitution of the Republic of Kazakhstan, philosophy) and special (theory of law, general provisions of civil law, copyright and related rights) knowledge in the field of law. Since the course is taught for students who are not studying in a legal specialty, a special method of presenting educational material and practical work with students is provided (fixing the main provisions on the subject, method, principles and sources of legal regulation, the division of law into branches, the structure and features of civil law, immersion in the theory of culture, its philosophical understanding, consideration practical aspects of activities in the field of culture, etc.).
Learning outcomes	<b>competencies:</b> - understanding of the main trends in the development of the system of legal protection of cultural values - the results of musical creativity at the present stage; <b>knowledge:</b> - legal, economic, social and organizational foundations of state policy in the field of culture; <b>ability:</b> - to draw up legal documents (contracts, claims, etc.) <b>skills:</b> - mastering the comparative legal method of cognition.
The form of the lesson	Group
Form of final control	Exam, oral by tickets
Basic literature	1. Osipov K.I. Fundamentals of law. Study guide. 2nd Ed., with additions. Almaty: Zheti zhargy, 2007. 2. Reference system: "Lawyer" <a href="http://www.Zakon.kz">www.Zakon.kz</a>

### Management of mass musical culture

The name of the discipline and the cipher	Management of mass musical culture MMK 3220
Teacher	Kaliyev S.S., Ph.D., Senior lecturer
Department	"Art Management"
The cycle of discipline	Basic disciplines (DB)
Name of the module	Communications in management
Teaching language	Kazakh, Russian
Number of credits	5
Term	5
The discipline is recommended for learning by EXPERIENCE	6B02123 – Art management
Prerequisites of the discipline	Management, Cultural studies, cross-cultural management
Post-requirements of the discipline	-

Content of the discipline	The objectives of mastering the discipline "Management of mass musical culture" are the formation of a system of knowledge on the main trends, directions and genres of modern culture; the development of skills of figurative, stylistic and genre analysis of the features of cultural phenomena and works in the socio-cultural context of the era.
Learning outcomes	<p><b>competencies:</b></p> <ul style="list-style-type: none"> <li>- to perform managerial functions in state cultural management bodies, in organizations of the sphere of culture and art, in creative unions and societies, educational institutions; to apply managerial technologies in the field of musical art</li> </ul> <p><b>to know:</b></p> <ul style="list-style-type: none"> <li>–certain aesthetic, theoretical and historical concepts of musical art that have influenced the composer's creativity;</li> <li>– outstanding works by Kazakh and foreign composers reflecting the life, history and character of their people;</li> <li>-periodization of the musical and historical process, the dynamics of the development of the world musical theater, the evolution of the most important genres of world musical culture.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>– link the theoretical knowledge gained during the study of the discipline with other general humanitarian courses;</li> <li>– to distinguish the main milestones in the history of musical art;</li> <li>–analyze the work of domestic and foreign composers;</li> <li>–apply the acquired knowledge in professional practice.</li> </ul> <p><b>have skills:</b></p> <ul style="list-style-type: none"> <li>– theoretical knowledge of the discipline;</li> <li>– the history of the development of Western European and Russian musical culture;</li> <li>–knowledge and sources of information about the state and development of modern musical art.</li> </ul>
The form of the lesson	Exam, oral by tickets
Form of final control	Exam (defense of the concert activity project)
Basic literature	<p>1. Pereverzev M.P. Management in the field of culture and art: Textbook / M.P. Pereverzev, T.V. Kostsov; Edited by M.P. Pereverzev. - M.: SIC INFRA-M, 2014.-192 p.</p> <p>2. Vasilevskaya I.V. Innovation management: Textbook.manual / I.V. Vasilevskaya. - 3rd ed. -Moscow: ID RIOR, 2009. - 129 p.</p> <p>3. Vorotnoy M.V. Management of musical art. - Publishing house: Lan, Planet of Music. -2013. -256 p.</p>

#### Music Art Management

The name of the discipline and the cipher	Music Art Management MMI 3220
Teacher	Ospanova A.M., teacher
Department	of "Art Management"

The cycle of discipline	Basic disciplines (DB)
Name of the module	Management
Teaching language	Kazakh, Russian
Number of credits	5
Term	5
The discipline is recommended for learning by EXPERIENCE	6B02123 – Art management
Prerequisites of the discipline	Management
Post-requirements of the discipline	Design technologies in the art industry, Strategic management; Advertising and PR in the art industry; Production activities
Content of the discipline	The content of the discipline highlights various areas of managerial activity, but more attention is paid to the management of musical art and the ways of its practical implementation.
Learning outcomes	<p><b>competencies:</b></p> <ul style="list-style-type: none"> <li>- to perform managerial functions in state cultural management bodies, in organizations of the sphere of culture and art, in creative unions and societies, educational institutions; to apply managerial technologies in the field of musical art</li> </ul> <p><b>to know:</b></p> <ul style="list-style-type: none"> <li>– certain aesthetic, theoretical and historical concepts of musical art that have influenced the composer's creativity;</li> <li>– outstanding works by Kazakh and foreign composers reflecting the life, history and character of their people;</li> <li>– periodization of the musical and historical process, the dynamics of the development of the world musical theater, the evolution of the most important genres of world musical culture.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>– link the theoretical knowledge gained during the study of the discipline with other general humanitarian courses;</li> <li>– to distinguish the main milestones in the history of musical art;</li> <li>– analyze the work of domestic and foreign composers;</li> <li>– apply the acquired knowledge in professional practice.</li> </ul> <p><b>have skills:</b></p> <ul style="list-style-type: none"> <li>– theoretical knowledge of the discipline;</li> <li>– the history of the development of Western European and Russian musical culture;</li> <li>– knowledge and sources of information about the state and development of modern musical art.</li> </ul>
The form of the lesson	Exam, oral by tickets
Form of final control	Exam (defense of the concert activity project)
Basic literature	<p>1. Pereverzev M.P. Management in the field of culture and art: Textbook / M.P. Pereverzev, T.V. Kostsov; Edited by M.P. Pereverzev. - M.: SIC INFRA-M, 2014.-192 p.</p>

	<p>2. Vasilevskaya I.V. Innovation management: Textbook.manual / I.V. Vasilevskaya. - 3rd ed. -Moscow: ID RIOR, 2009. - 129 p.</p> <p>3. Vorotnoy M.V. Management of musical art. - Publishing house: Lan, Planet of Music. -2013. -256 p.</p>
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### **Brand-management in art-industry**

Discipline name and cipher	Brand-management in art-industry / BMAI 3221
Teacher	Malaeva R. A., Ph. D., associate Professor Ospanova A. M., teacher of
Cycle of discipline	Basic disciplines (DB)
Department	Art management
The name of the module	Managerial
Language of instruction	Kazakh and Russian languages
Number of credits	5
Semester	6
The discipline is recommended for study in the specialty	5B042300 – Art management
Prerequisites of discipline	Cultural Economics, Management, Advertising and PR in the art industry
The content of the discipline	Strategic management
The content of the discipline	<p>Studying the principles and technologies of brand formation, understanding the role and purpose of brands in market and non-commercial activities, the formation of a socially responsible and professionally competent culture of brand asset management among future specialists; formation of a comprehensive idea of the brand as a key element of a successful business strategy.</p>
Learning outcome	<p>competencies:</p> <p>Know: features of brand management processes; goals, objectives and basic principles of brand portfolio management; essence of integrated brand communications, features of their planning.</p> <p>Be able to: implement brand management procedures; conduct positioning and repositioning of the brand; develop verbal and graphic solutions for the brand; audit and assess the value of the brand; develop a brand advertising plan.</p> <p>Master: brand and brand portfolio management skills, methodology for developing a brand advertising campaign plan</p>
Form of the lesson	Team
Form of final control	Exam, orally by ticket
Main literature	<p>1. Groshev, I.V. System brand management / I.V. Groshev; A.A. Krasnoslobodtsev. - Moscow: Unity-Dana, 2015. - 655 p. - ISBN 978-5-238-02203- 2. Cernatoni, L. Branding. How to create a powerful brand / M. McDonald; M. McDonald. - Moscow: Unity-Dana, 2015. - 559 p. - (Foreign textbook). - ISBN 5-238-00894-5</p>

	3. Godin, A. M. Branding: Textbook / Godin A. M. - Moscow: Dashkov i K, 2013. - 183 p. - The book is in the basic version of EBS IPRbooks
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### **Project promotion in the sphere of performance art**

Discipline name and cipher	Project promotion in the sphere of performance art / PPII 3221
Teacher	Ospanova A. M., teacher of
Cycle of discipline	Basic disciplines (DB)
Department	Art management
The name of the module	Managerial
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
The discipline is recommended for study in the specialty	5B042300 – Art management
Prerequisites of discipline	Cultural Economics, Management, Advertising and PR in the art industry
Strategic management	Strategic management
The content of the discipline	Formation of students' knowledge, skills and abilities, which make it possible, if necessary, to solve primary tasks in the field of producing projects in the field of performing arts
Learning outcome	<p>Knowledge:</p> <ul style="list-style-type: none"> <li>- the importance of the foundations of economic knowledge in the field of culture;</li> <li>- features of work in a creative team in order to achieve high-quality results in the organization of creative projects;</li> <li>- the necessary mechanisms for bringing the creative project to the appropriate audience;</li> <li>- the foundations of creating creative projects in the field of festive culture;</li> <li>- the duties of the head of departments and organizations as a whole.</li> </ul> <p>Abilities:</p> <ul style="list-style-type: none"> <li>- identify and recognize the main directions of the current state of economic knowledge;</li> <li>- define tasks for the relevant specialists in the project preparation;</li> <li>- combine professionalism in the field of culture and managerial knowledge in the implementation of organizational and managerial work;</li> <li>- set up and prepare themselves to perform the duties of a leader. skills:</li> </ul>



	- solution of the initial problems of the organizational and creative process; - participation in business games to fulfill the duties of a leader.
Form of the lesson	Group
Form of final control	Exam, oral by tickets
Main literature	<p>1. The skill of a film and television producer [Electronic resource]: textbook / ed.: P.K. Ogurchikov, editor: V.V. Padeisky, ed.: V.I. Sidorenko .- M.: UNITIDANA, 2015 .- 861 p. - (Media education) .- ISBN 978-5-238-01329-9 .- Access mode: <a href="https://lib.rucont.ru/efd/352179">https://lib.rucont.ru/efd/352179</a></p> <p>2. Producing. Management decisions [Electronic resource]: textbook. allowance / ed.: V.S. Malyshev, editor: Yu.V. Krivolutsky .- M.: UNITI-DANA, 2015 .- 377 p. : ill. — (Media education</p> <p>3 . Tulchinsky, G.L. PR in the sphere of culture [Electronic resource]: study guide / G.L. Tulchinsky. — Electron. Dan. - St. Petersburg: Lan, Planet of Music, 2011. - 576 p. - Access mode: <a href="https://e.lanbook.com/book/2047">https://e.lanbook.com/book/2047</a> . — Zagl. from the screen.</p> <p>4. Tulchinsky, G.L. Management in the sphere of culture [Electronic resource]: study guide / G.L. Tulchinsky, E.L. Shekov. — Electron. Dan. - St. Petersburg: Lan, Planet of Music, 2013. - 544 p.</p>

### Cross-cultural management

Discipline name and cipher	Cross-cultural management/ KKM (3303)
Teacher	Shulbaeva S. E., Ph. D., associate Professor
Department	"Art-management»
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Managerial
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	6
The discipline is recommended for study in the specialty	Art management
Prerequisites of discipline	Cultural studies, Economics of Culture

Post-requisites of discipline	Production activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
The content of the discipline	To give students a clear idea of the features of different national cultures, the importance of corporate culture and its features in different national cultures; to show the applicability of using theoretical approaches to the study of national cultures in practice for the practice of successful business; to form an understanding of the main causes of cross-cultural conflicts with representatives of different cultures in the organization's activities.
Learning outcome	<p>As a result of mastering the discipline, the student must have the following general professional <b>competencies</b>:</p> <ul style="list-style-type: none"> <li>- readiness to communicate orally and in writing in Russian and foreign languages to solve the problems of professional activity;</li> <li>- willingness to lead the team in the field of their professional activities, tolerantly perceiving social, ethnic, religious and cultural differences;</li> </ul> <p>As a result of mastering the discipline, the student must:</p> <ul style="list-style-type: none"> <li>- <b>to know</b> the features of national management models, business culture and organizational behavior, to have an idea of the structure</li> </ul> <p>National culture and objective factors influencing its formation, distinctive features(parameters) of leading business cultures, the diversity and specifics of the implementation of management functions in business cultures of different countries and their impact on competitiveness; theoretical and practical approaches to determining the sources and mechanisms of ensuring competitiveness in various socio-cultural environments;</p> <ul style="list-style-type: none"> <li>- <b>to be able</b> to identify, systematize and interpret cross-cultural initial features and differences in management processes and business environment in different countries; to study regional and country specifics of the implementation of management functions;</li> </ul> <p>Practically apply the parameters of business culture research and develop specific recommendations to increase the competitiveness of the business model; analyze communication processes and develop proposals to improve their effectiveness in the international context; competently and professionally "capitalize" on the specific features of national and regional management, choose effective forms, methods and technologies of management taking into account the national business culture and the situation in a particular country;</p> <ul style="list-style-type: none"> <li>- possess methodological and methodological skills of systematic analysis of business culture and its impact on the implementation of management functions in a country-by-</li> </ul>

	country context, as well as comparing national models of business cultures and management in different countries and regions, organizing effective cross-cultural interaction and joint business with representatives of other cultures based on recognition and respect for cultural differences and building a shared value systems.
Form of the lesson	Group
Form of final control	Exam, orally by ticket
Main literature	<p>1. Cross-cultural management: a textbook for undergraduate and graduate studies / S. P. Myasoedov, L. G. Borisova. - 3rd ed. - Moscow: Yurayt Publishing House, 2015. - 314 p. Series: Bachelor and Master. An academic course.</p> <p>2. Galchuk, L. M. Fundamentals of cross-cultural communication and management: practical course [Electronic resource]: textbook for students of higher educational institutions / L. M. Galchuk. - M.: University textbook; Infra-M, 2015-175c.</p> <p>3. Features of national behavior. - Alexeev M. Yu., And Krylov, K. A./ M.: "Art-Business Center", 2001-320c.</p>

### **Communication theory**

Discipline name and cipher	Communication theory (TK3303)
Teacher	Shulbaeva S. E., Ph. D., associate Professor
Department	"Art-management»
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Managerial
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	6
The discipline is recommended for study in the specialty	5B042300 – -Art management
Prerequisites of discipline	Cultural studies, Fundamentals of Economics, Economics of Culture

Post-requisites of discipline	Production activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
The content of the discipline	The main concepts of communication in the structure of modern social life, the essence, goals and objectives of communication are considered
Learning outcome	<p>The process of studying the discipline "Theory of Communication" is aimed at the formation of the following <b>competencies</b>:</p> <ul style="list-style-type: none"> <li>- the ability to plan and organize communication campaigns and events under control;</li> <li>- <b>ability to organize and conduct sociological research;</b></li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- - basic concepts, terms and categories of communication;</li> <li>- - basic communication technologies;</li> <li>- communication rating prediction models</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- - create a media plan and evaluate its effectiveness;</li> <li>- - evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1. Nazaykin A. N. Media planning: textbook. manual / A. N. Nazaykin. - M.: Eksmo, 2010. - 400 p. - (Academy of Advertising).</p> <p>2. Buzin V. N., Buzina T. S. Media planning for practitioners. - M.: Vershina, 2006.</p> <p>3. Kochetkova A.V. Media planning. - Moscow: RIP-holding, 2003.</p> <p>4. Sissors J., Baron R. Advertising media planning. - St. Petersburg: Piter, 2004.</p> <p>5. Kotler F. Basics of marketing. - St. Petersburg: Williams, 1999.</p>

### Basics of production skills

Discipline name and cipher	Basics of production skills OPrM 3222
Teacher	Kaliev S. S., Ph. D., associate Professor
Department	«Art-management»
Cycle of discipline	Basic disciplines (PD)
The name of the module	Managerial
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	6

The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Basics of entrepreneurship, presentation Basics, concert Organization, project Management, Leadership, media Planning, cultural Management, quality Management, Organizational behavior, Segmentation and positioning in the cultural sphere, Advertising and PR in the art industry, Time management, risk Management
Post-requisites of discipline	-
The content of the discipline	The purpose of this discipline is to increase students' intellectual and professional competence, the formation of skills of professional production activities, the connection of theoretical content with practical work.
Learning outcome	<p>The process of studying the discipline "Production activity" is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- Ability and willingness to own a culture of thinking; to generalize, analyze, perceive information, setting goals and choosing ways to achieve it;</li> <li>- Ability to logically correct, reasoned and clear to build oral and written speech;</li> <li>- Willingness to cooperate with colleagues, work in a team;</li> <li>- Ability and willingness to use the basic provisions and methods of social, humanitarian and economic Sciences in solving social and professional problems, analyze socially significant problems and processes;</li> <li>- Ability and readiness to use the basic laws of humanitarian scientific disciplines in professional activity, to apply the methods of scientific analysis and modeling, theoretical and experimental research.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- The main stages of formation and development of the profession "producer", the key goals, objectives, functions of the producer, the stages of the producer and his role in each of them; features of the producer in the show market;</li> <li>- Knowledge of methods of monitoring audience interest;</li> <li>- Knowledge of the legal aspects of the producer and the legal framework for regulating commercial and entrepreneurial activities in producing.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- Communicate with the main participants and partners of the producer;</li> <li>- Classify business projects in the field of culture;</li> <li>- To determine the schemes of financing projects in the field of culture.</li> </ul> <p><b>possess skills:</b></p> <ul style="list-style-type: none"> <li>- Principles of construction of show programs;</li> <li>- Traditional and specific methods of attracting Finance in the development of projects in the field of culture and art;</li> <li>- Terminology in the professional sphere</li> </ul>
Form of the lesson	Team

Form of final control	Exam
Main literature	<p>1. Kolber, F. Art management-the science of the third Millennium / F. Kolber, I. Evrar // Art Manager: journal for professionals. - M.: holding company "Blitz-inform", 2002. - No. 3. - Pp. 3-7.</p> <p>2. Korneeva, S. M. how the stars are lit. Technology of music production / S. Korneeva. - St. Petersburg: Peter, 2004. - 320 p.</p> <p>3. Kotler F., G. Scheff. All tickets are sold. Performing arts marketing strategy. Moscow: Klassika-XXI, 2004. - 688 p.</p> <p>4. Babkova, S. Artists and producers: cooperation or conflict?/ S. Bobkova / / Art Manager: magazine for professionals.- M. holding company "Blitz-inform", 2002 №3. - Pp. 7-10.</p> <p>5. Wojtkowski S. B. Fundamentals of management and project management in the arts. M.: NAM-IZDAT, 2001. - 128 sec</p>

### Management in the film industry

The name of the discipline and the cipher	Management in the film industry (MKR 3222)
Teacher	
The cycle of discipline	Sahaman A.Zh., PhD, Associate Professor
Department	Basic disciplines (DB)
Name of the module	Art Management
Teaching language	Managerial
Number of credits	Kazakh and Russian languages
Term	5
The discipline is recommended for learning by EXPERIENCE	6
Prerequisites of the discipline	6B02123 - Art Management
Post-requirements of the discipline	-
Content of the discipline	Cinema and media industry realities and players of the world market. The concept of "filmmaking", the main stages of the filmmaking process and the main technologies of film production. Attracting a team. Communication techniques and ethics in the field of filmmaking. Legal support of the film project. Attraction of financing, search and negotiations with investors and partners.
Learning outcomes	<p><b>Competencies:</b></p> <p><b>To know:</b></p> <ul style="list-style-type: none"> <li>-international system and standards of film production;</li> <li>-features of distribution and marketing of studio films and financing of independent films in foreign practice;</li> <li>-features of the organization of film festivals and criteria for the selection of films.</li> </ul> <p><b>Be able to:</b></p>

	-formulate the concept of promoting a film and video project (product) and implement conditions that contribute to increasing the success of film projects; -create a short version of the script (Treatment), which can be used as the basis of the script of a low-budget movie; <b>Skills:</b> - pitching; - specialized vocabulary of the English language in the field of producing TV and film projects; -independent development of the budget and production plan of projects using EP Budgeting, EP Scheduling software
The form of the lesson	Group
Form of final control	Exam, oral by tickets
Basic literature	1. Evmenov, A.D. Organization of production at cinematography and television enterprises. Study guide. /A.D. Evmenov, E.K. Kakosian, P.V. Danilov.- St. Petersburg: Publishing House of SPbGUKiT, 2010. 2. Evmenov, A.D. Research of film production production systems. /A.D. Evmenov, E.K. Kakosian, P.V. Danilov. - St. Petersburg: Publishing House of SPbGUKiT, 2011. 3.Kohanenko, A.I.The image of advertising characters. / A.I. Kohanenko. - Moscow: ITSK "March", Rostov n/A: Publishing center "March", 2014. –144s. 4. The skills of a film and television producer: a textbook for university students studying in the specialty "Film and television production" and other cinematographic specialties / ed. P.K. Ogurchikova, V.V. Padeisky, V.I. Sidorenko. – Moscow: UNITY-DANA, 2008.-863s.

### Crisis management

The name of the discipline and the cipher	Crisis Management AM 3304
Teacher	
The cycle of discipline	Baimakhambetova G.I. Doctor of Economics, Professor
Department	Profile disciplines (PD)
Name of the module	Art management
Teaching language	Managerial
Number of credits	5
Term	6
The discipline is recommended for learning by EXPERIENCE	6B02123 – Art management
Prerequisites of the discipline	Cultural Economics, Management
Post-requirements of the discipline	The market in the art industry, the basics of producing
Content of the discipline	Analytical basis of state regulation of crisis situations. The role of the state in crisis management. Types of state

	regulation of crisis situations. General and specific, external and internal factors of risky development of the organization. The emergence of crises in the organization. Trends in the cyclical development of the organization. The danger and probability of crises in the trends of cyclical development of the organization.
Learning outcomes	<p><b>competencies:</b></p> <ul style="list-style-type: none"> <li>-Ability to analyze and evaluate historical events and processes</li> <li>-Possession of a culture of thinking, the ability to perceive, generalize and analyze information, setting goals and choosing ways to achieve it</li> <li>-Master the methods of making strategic, tactical and operational decisions in the management of the operational (production) activities of the organization.</li> </ul> <p><b>To know:</b></p> <ul style="list-style-type: none"> <li>-methodological foundations and general technology of crisis management;</li> <li>-methods of developing anti-crisis management strategies and tactics;</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>-to put into practice indicators of the diagnosis of insolvency and make analytical conclusions when assessing the dynamics of these indicators;</li> <li>- to determine the internal and external causes of the insolvency of the enterprise.</li> </ul> <p><b>skills:</b></p> <ul style="list-style-type: none"> <li>-knowledge of modern approaches of Kazakh and Western economists to the diagnosis of insolvency;</li> <li>-skills of analysis and assessment of financial and economic activity of the enterprise, its solvency and financial stability</li> </ul>
The form of the lesson	Group
Form of final control	Exam, oral by tickets
Basic literature	<p>1. Anti-crisis management: Textbook / Vasin S.M., Shutov V.S. - M.: IC RIOR, SIC INFRA-M, 2017. - 272 p. // <a href="http://znanium.com/go.php?id=504476">http://znanium.com/go.php?id=504476</a></p> <p>2. Anti-crisis management of the organization: Uch.pos./G.D.Antonov, O.P.Ivanova, V.M.Tumin, V.A. Trifonov - M.: SIC INFRA-M, 2016. - 142 p. // <a href="http://znanium.com/go.php?id=511218">http://znanium.com/go.php?id=511218</a></p> <p>3. Zgonnik, L. V. Anti-crisis management [Electronic resource] : Textbook / L. V. Zgonnik. ? M.: Publishing and Trading Corporation 'Dashkov and K-', 2015. ? 208 p. // <a href="http://znanium.com/go.php?id=513264">http://znanium.com/go.php?id=513264</a></p>

### Project management

The name of the discipline and the cipher	Project Management (UP 3304)
Teacher	Baimakhambetova G.I. Doctor of Economics, Professor
The cycle of discipline	Profile disciplines (PD)



Department	Art management
Name of the module	Managerial
Teaching language	Kazakh and Russian languages
Number of credits	5
Term	6
The discipline is recommended for learning by EXPERIENCE	6B02123 – Art Management
Prerequisites of the discipline	Cultural Economics, Management
Post-requirements of the discipline	The market in the art industry, the basics of producing
Content of the discipline	familiarity with the conceptual foundations of a systematic view of project management; mastering modern project management technologies; acquiring practical project management skills in the field of culture.
Learning outcomes	<p><b>competencies:</b> The ability to participate in setting the goals of the project (program), its tasks under specified criteria, target functions, limitations, developing the structure of their interrelations, determining priorities for solving tasks taking into account the legal and moral aspects of professional activity</p> <p><b>to know:</b> – modern technologies and project management tools; be able to: – independently develop a business plan, a project charter, a project management plan.</p> <p><b>skills:</b> – formation of skills of work in the project team; formation of project team management skills.</p>
The form of the lesson	Group
Form of final control	Exam, oral by tickets
Basic literature	Management of innovative projects: textbook / edited by V. L. Popov. - M.: INFRA-M, 2007, 2011. - 336 p. Management of innovative projects: textbook / A. B. Petrochenkov et al. / edited by L. A. Mylnikov. - Perm: Publishing house of PSTU, 2009. - 297 p.

### Marketing research of the art industry

The name of the discipline and the cipher	Marketing research of the art industry MIAI 3306
Teacher	Baimakhambetova G.I., Doctor of Economics, Professor
The cycle of discipline	Nurmoldaev S.T., Master
Department	Profile disciplines (PD)
Name of the module	Art management
Teaching language	Management Marketing
Number of credits	Kazakh and Russian languages
Term	5
The discipline is recommended for learning by EXPERIENCE	5
Prerequisites of the discipline	6B02123 – Art Management
Post-requirements of the discipline	Cultural Economics, Management
Content of the discipline	The orientation of the activity of an economic entity to marketing determines the need to study the behavior of

	consumers, intermediaries, suppliers, competitors, and in general, the entire market situation. In this regard, the leading role is occupied by marketing research, without timely and competent conduct of which and taking into account their results in the future, the practical activity of an economic entity is doomed to failure. Reliable results of marketing research allow him to reduce the degree of unavoidable risk, reasonably develop corporate (portfolio, growth, competitive), functional and instrumental strategies. In other words, the main purpose of marketing research is to provide market participants with objective information and analytical material in order to strengthen their competitive advantages
Learning outcomes	<p><b>competencies:</b></p> <ul style="list-style-type: none"> <li>-knowledge of the culture of thinking, the ability to generalize, analyze, perceive information, set goals and choose ways to achieve it;</li> <li>-the ability to collect, store, process and evaluate information necessary for the organization and management of professional activities;</li> <li>-ability to conduct marketing research.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>-to assess the role and substantiate the feasibility of conducting marketing research;</li> <li>-on the composition and procedure for developing a marketing research program;</li> <li>-according to the composition of the necessary marketing information for conducting a qualitative research;</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>-be able to make a research plan;</li> <li>-be able to collect the necessary information;</li> <li>-choose the right way to collect marketing information;</li> </ul> <p><b>skills:</b></p> <ul style="list-style-type: none"> <li>-conduct marketing research in a specific situation</li> </ul>
The form of the lesson	Group
Form of final control	Exam, oral by tickets
Basic literature	<p>1. Aleksunin, V.A. Marketing / V.A. Aleksunin. – M. : Dashkov and K, 2014. – 200 p. - 32 - 2. Anurin, V. Marketing research of the consumer market / V. Anurin, I. Muromkina, E. Yevtushenko. – St. Petersburg: Peter, 2012. – 270 p. 3. Gaidaenko, T. A. Marketing management. Full MBA course. The principle of managerial decisions and domestic practice / T. A. Gaidaenko. – 2nd ed., pererab and add. – M. : Eksmo, 2011. – 496 p. 4. Godin, A.M. Marketing / A.M. Godin. – Moscow: Dashkov &amp; Co., 2011. – 756 p.</p>

### Segmentation and positioning in the cultural sphere

Discipline name and cipher	Segmentation and positioning in the cultural sphere (SPSK 3306)
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	(альтернатива дисциплины «Маркетинговые исследования арт-индустрии MIAI 3306»)
Teacher	Baimagambetova G. I., doctor of Economics, Professor Нурмолдаев С.Т., магистр
Department	Profiling discipline (PD)
Cycle of discipline	Art-management
The name of the module	Management marketing
	Kazakh and Russian languages
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Organization of concert activities, project Management
Post-requisites of discipline	Production activities, marketing of services, Advertising of goods and services, Advertising and PR in the art industry, international marketing
The content of the discipline	<p>A special feature of studying this discipline is that the choice of the target market involves assessing, on the one hand, the requirements of the external business environment, the marketing environment, the requirements of specific market segments and consumers, and on the other hand, the cultural product, what about draws the attention of students in the learning process. In other words, it is necessary to learn how to find an optimal correspondence or balance between the nature of external requirements and the specifics of the cultural product. On the one hand, it is necessary to determine the attractiveness of different market segments, and on the other-the competitive advantages of the cultural product. Such "weighing" allows you to find the target market.</p> <p>The choice of the target market is closely related to the issues of positioning of the cultural product, revealing its distinctive features and characteristics and determining its place in the market among other analogous goods from the position of the consumer himself. Positioning makes the product recognizable on the market. The purpose of the discipline is to promote effective and different-sided training of specialists-marketers in the cultural sphere; to acquaint students with the methods of identifying new market segments, the choice of the target market and the positioning of cultural goods</p>

Learning outcome	<p>The process of studying the discipline "Segmentation and positioning in the field of culture" is aimed at the formation of the following <b>competencies</b>:</p> <ul style="list-style-type: none"> <li>- the ability to exercise under the control of professional functions in the field of advertising and public relations in various structures;</li> <li>- ability to plan and organise under the control of the communication campaigns and events;</li> <li>- ability to organize and conduct sociological research;</li> <li>- the ability to implement knowledge in the field of reklama as a sphere of professional activity;</li> <li>- ability to conduct market research.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- regularities and stages of development of marketing strategies of advertising campaigns;</li> <li>- types of advertising campaigns and methods of its formation;</li> <li>- types of strategic planning, their main parameters and principles of their design;</li> <li>- types of strategic planning and methods of their adoption; the main business processes in the organization.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- solve problems arising during the implementation of advertising campaigns;</li> <li>- implement marketing functions;</li> <li>- possess different ways of conflict resolution;</li> <li>- to know the methods of search and evaluation of management decisions, to be able to take into account their consequences from the standpoint of social responsibility.</li> </ul> <p><b>own:</b></p> <ul style="list-style-type: none"> <li>- the ability to design an advertising campaign, to carry out the distribution of powers and responsibilities on the basis of their delegation;</li> <li>- - ability to effectively organize group work based on knowledge of group dynamics processes and principles of team building</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1 Golubkov, E. p. Fundamentals of marketing: textbook / E. P. Golubkov. 2nd ed., pererab. and DOP. -- M.: Finpress, 2003. - 688c.</p> <p>2. Kotler F. Fundamentals of marketing. - St. Petersburg: Williams, 1999.</p> <p>3. The Colbert F. Marketing culture and the arts. TRANS. with eng. L. G. Mochalova, scientific. edited by M. Naimark, St. Petersburg: Art-Press, 2004, 255 p.</p> <p>4. Berezkina, ie Basics of marketing: workshop / - M.: High school, 2006. 191c.</p>

5. Fedko, V. P. Fundamentals of marketing: Studies.manual/ 4th ed., pererab and DOP. – Rostov on don: Phoenix, 2005.- 479s.

### **Media planning**

Discipline name and cipher	Media Planning (MPI 3309)
Teacher	Keshubaeva D. E., master of arts, teacher Sahaman A. Zh. , PhD, associate Professor
Department	Art management
Cycle of discipline	Profiling discipline (PD)
The name of the module	Communication in management
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Creative technologies, Leadership, concert organization, project Management
Post-requisites of discipline	Production activity, Segmentation and positioning in the sphere of culture, Advertising and PR in the art industry
The content of the discipline	<p>The purpose of the study of the theoretical foundations and specific methods of media planning.</p> <p>Tasks:</p> <p>to form a clear and correct understanding of the term "media planning", its meaning in the practice of advertising, to give knowledge about the main indicators used in media planning, and methods of their calculation, to give knowledge about the factors affecting the effectiveness of media planning, to teach to apply specific methods of calculating the frequency and time of advertising messages, to teach to create a media plan.</p>
Learning outcome	<p>The process of studying the discipline "media Planning" is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- Ability to exercise under control professional functions in the field of advertising and public relations in various structures;</li> <li>- Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- - Ability to implement knowledge in the field of advertising as a sphere of professional activity;</li> <li>- - Ability to conduct market research.</li> </ul> <p>know:</p> <ul style="list-style-type: none"> <li>- basic concepts, terms and categories of media planning;</li> <li>- basic technologies of media planning;</li> <li>- rating prediction models.</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- create a media plan and evaluate its effectiveness;</li> </ul>

	<ul style="list-style-type: none"> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity;</li> <li>- skills in working with audience measurement data and other media planning information sources;</li> <li>- ideas about the essence and structure of the main media planning documents;</li> <li>- techniques and principles of drawing up of media plans based on specifically defined parameters.</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1. Nazaikin A.N.. Media planning: proc. manual / A. N. Nazanin. - Moscow: Eksmo, 2010. - 400 p.- (Academy of advertising).</p> <p>2. Buzin V. N., Buzina T. S. media Planning for practitioners. - Moscow: Vershina, 2006.</p> <p>3. Kochetkov A. V. Media Planning. - Moscow: RIP-holding, 2003.</p> <p>4. Sissors J., Baron R. Advertising media planning. – SPb.: Peter, 2004.</p>

### **Media and communication in art**

Discipline name and cipher	Media and communication in art MKI 3309 (альтернатива дисциплины «Медиапланирование (MPI 3309)»)
Teacher	Keshubaeva D. E., master of arts, teacher Sahaman A. Zh. , PhD, associate Professor
Department	Art-management
Cycle of discipline	Profiling discipline (PD)
The name of the module	Communication in management
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	5
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Creative technologies, Leadership, concert organization, project Management
Post-requisites of discipline	Production activities, Segmentation and positioning in the field of culture, Advertising of goods and services, Advertising and PR in the art industry

The content of the discipline	The basic concepts of mass media in the structure of modern social life, advertising in the structure of modern mass media, the essence, goals and objectives of media planning, the concept of "audience", "target audience", "coverage", "rating", the structure of the media plan, the main indicators used in media planning.
Learning outcome	<p>The process of studying the discipline "Media and communication in art" is aimed at the formation of the following <b>competencies</b>:</p> <ul style="list-style-type: none"> <li>- Ability to exercise under control professional functions in the field of advertising and public relations in various structures;</li> <li>- Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- The ability to implement knowledge in the field of advertising as a sphere of professional activity;</li> <li>- Ability to conduct market research.</li> </ul> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- basic concepts, terms and categories of media planning;</li> <li>- basic technologies of media planning;</li> <li>- rating prediction models.</li> </ul> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- create a media plan and evaluate its effectiveness;</li> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p><b>Possess skills:</b></p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity;</li> <li>- skills in working with audience measurement data and other media planning information sources;</li> <li>- ideas about the essence and structure of the main media planning documents;</li> <li>- techniques and principles of drawing up of media plans based on specifically defined parameters.</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. Nazaikin A. N. Media planning: proc. manual / A. N. Nazanin. - Moscow: Eksmo, 2010. - 400 p.- (Academy of advertising).</li> <li>2. Buzin V. N., Buzina T. S. media Planning for practitioners. - Moscow: Vershina, 2006.</li> <li>3. Kochetkov A. V. Media Planning. - Moscow: RIP-holding, 2003.</li> <li>4. Sissors J., Baron R. Advertising media planning. – SPb.: Peter, 2004.</li> </ol>

### Art market and mass media

Discipline name and cipher	Art market and mass media (ARiSMI 3210)
Teacher	Kaliev S. S., Ph. D., associate Professor
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
The discipline is recommended for study in the specialty	6B02123 – Art-management
Course prerequisites	Organization of concert activities, Project management
Post-requisites of discipline	Producing activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
Content of discipline	The study of the main patterns, features and factors of the formation of the art market of the Republic of Kazakhstan in connection with the development of the modern press. - acquaintance with theoretical approaches in the study of the basic professional and technological concepts of public relations in relation to the art business.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>-Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- The ability to implement knowledge in the field of advertising as a sphere of professional activity;</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- fundamental concepts, terms and categories of the art market and the mass media;</li> <li>- basic mass media technologies;</li> <li>- rating forecasting models.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- draw up a media plan and evaluate its effectiveness;</li> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p><b>master the skills:</b></p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity;</li> <li>- skills in working with these audience measurements and other information sources of media planning;</li> <li>- ideas about the essence and structure of the main media planning documents;</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	1. Grachev V.I. Communicative space of the modern art market // Izv. RGPU them. A.I. Herzen. - 2008. - No. 56. - S. 198-203; The same [Electronic resource].



	<p>– URL:  <a href="http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka">http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka</a> (10/14/2015).</p> <p>2. Lysakova A.A. Paradoxes of the modern art market as a global institution // Izv. Ural Federal. university Ser. 1. Problems of education, science and culture. - 2011. - T. 95, No. 4. - S. 246-255; The same [Electronic resource].</p> <p>3. Matkovskaya Ya.S. Art market: specifics, new trends and development prospects / Ya.S. Matkovskaya, N.N. Koroleva // Marketing and Marketing Research. - 2014. - No. 4. - P. 304-315</p>
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### Global art market

Discipline name and cipher	Global art market / GAR 3210
Teacher	Kaliev S. S., Ph. D., associate Professor
Department	«Art-management»
Cycle of discipline	Basic discipline (DB)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
The discipline is recommended for study in the specialty	6B02123 – Art management
Course prerequisites	Organization of concert activities, Project management
Post-requisites of discipline	Producing activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry.
Content of discipline	The study of the main patterns, features and factors of the formation of the art market of the Republic of Kazakhstan in connection with the development of the modern press. - acquaintance with theoretical approaches in the study of the basic professional and technological concepts of public relations in relation to the art business.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- The ability to implement knowledge in the field of advertising as a sphere of professional activity;</li> </ul> <p>know:</p>

	<ul style="list-style-type: none"> <li>- fundamental concepts, terms and categories of the art market and the media;</li> <li>- basic media technologies;</li> <li>- rating forecasting models.</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>- draw up a media plan and evaluate its effectiveness;</li> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p>master the skills:</p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity;</li> <li>- skills in working with these audience measurements and other information sources of media planning;</li> </ul> <p>ideas about the essence and structure of the main media planning documents;</p>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1. Grachev V.I. Communicative space of the modern art market // Izv. RGPU them. A.I. Herzen. - 2008. - No. 56. - S. 198-203; The same [Electronic resource]. – URL:  <a href="http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka">http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka</a> (10/14/2015).</p> <p>2. Lysakova A.A. Paradoxes of the modern art market as a global institution // Izv. Ural Federal. university Ser. 1. Problems of education, science and culture. - 2011. - T. 95, No. 4. - S. 246-255; The same [Electronic resource].</p> <p>3. Matkovskaya Ya.S. Art market: specifics, new trends and development prospects / Ya.S. Matkovskaya, N.N. Koroleva // Marketing and Marketing Research. - 2014. - No. 4. - P. 304-315</p>

## DESCRIPTION OF ELECTIVE DISCIPLINES COURSE 4

### Fundraising

Discipline name and cipher	Fundraising (Fun 4301)
Teacher	Zhanibekova G. K doctor of Phd, associate Professor
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Financial and economic
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300– Art management
Prerequisites of discipline	Art Finance, Project Management
Post-requisites of discipline	Producing activities, writing a thesis
The content of the discipline	Formation of a market outlook in the future bachelor, understanding of the need to develop complex and individual social projects to attract additional financial resources.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- the content of the business project and its elements;</li> <li>- concepts of project integration and elements</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- develop and substantiate the concept and structure of the project;</li> <li>- apply technologies for the implementation of a <b>business project</b>;</li> <li>- ensure effective management of the scope of the project;</li> <li>- manage project integration.</li> </ul> <p><b>master:</b></p> <ul style="list-style-type: none"> <li>- modern methods of calculation and analysis of socio-economic indicators;</li> <li>- skills of independent work, self-organization and organization of the execution of assignments;</li> <li>- ability to apply acquired knowledge and skills in practical activities.</li> </ul>
Form of the lesson	Team
Form of final control	Exam
Main literature	<p>1. Zubkova, Larisa Dmitrievna. Financial aspects of design decisions: study guide / L. D. Zubkova; — Electronic text data. - Tyumen: Tyumen Publishing House. state un-ta, 2013.</p> <p>2. Balashova A. L. Fundraising for a youth organization: lecture notes / A. L. Balashova. - M.: MGGU im. M.A. Sholokhova, 2008. - 103 p.</p>

	3. Douglas Alexander J. Basic principles of fundraising / Alexander J. Douglas and Christina J. Carlson. - D.: Balance Business Books, 2007. - 240 p.
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### Investment management

Discipline name and cipher	Investment management / IM 4301 (альтернатива дисциплины (Фандрайзинг (Fun 4301)»)
Teacher	Zhanibekova G. K doctor of Phd, associate Professor
Department	Art management
Cycle of discipline	Profile disciplines (PD)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300– Art management
Course prerequisites	Organization of concert activities, Project management
Post-requisites of discipline	Producer activity
Content of discipline	Formation of practical skills in the implementation of investment analysis, skills in developing, evaluating, selecting and making decisions in the field of investment management.
Learning outcome	<ul style="list-style-type: none"> <li>- familiarization and acquisition of practical skills: the use of methods for developing investment projects and determining the sources of their financing;</li> <li>- determination of key criteria for evaluating the effectiveness of investments; analysis and assessment of risks associated with the implementation of investment projects</li> <li>- development of plans for the implementation of the investment project and its monitoring methods; - management of the investment portfolio formed on the basis of debt and equity financial instruments. In addition, this discipline provides students with the formation of a theoretical and practical basis for studying a number of disciplines related to the analysis and management of financial and economic activities of enterprises and organizations.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. Limitovsky, M. A. Investment projects and results of options for low markets: a training manual. A. Limitovsky. - 5th ed., revised. and additional .. - Moscow: Yurayt, 2018. - 486 p.:</li> <li>2. Body Z., Kane A., Merkus A. - Principles of investment. - M.: ID Williams, 2016.</li> <li>3. Gitman L.D., Jonk M.D. Fundamentals of investing.-M.: Delo, 2011.</li> </ol>

	4. Investments: system analysis and management / ed. K. V. Baldina. — 2nd ed. — Moscow: Dashkov i K, 2017. — 288 p.: ill. — Bibliography: p. 278-286.. - ISBN 5-91131-358-6.
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### Audio visual production

Discipline name and cipher	Audio visual production (AVP 4305)
Teacher	Kaliev S. S., Ph. D., Senior Lecturer
Cycle of discipline	Profiling disciplines (PD)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300– Art management
Prerequisites of discipline	Organization of concert activities, Project management
Post-requisites of discipline	Producing activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
The content of the discipline	To form students' understanding of the principles of creating modern audiovisual content as a system of consistently applied technologies focused on the planned reproduction of individual issues of media periodicals.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <p>Know</p> <ul style="list-style-type: none"> <li>- have an understanding of the various media sectors producing audiovisual content, such as television, radio, film production, etc.</li> <li>- have an idea about the concept of "format of an audiovisual work", to find the distinguishing features of different formats and to have an idea of the possibilities and limitations imposed by various formats in various media sectors;</li> <li>- have an idea about modern technologies for producing content in audiovisual media, as well as about the main stages of production;</li> <li>- have an idea about the after-air support of audiovisual products, as well as its multimedia support on other broadcast platforms.</li> </ul> <p>Be able to</p> <ul style="list-style-type: none"> <li>- be able to identify and formulate the subject of specific content;</li> <li>- be able to create a dramatic basis for audiovisual formats, composition, principles of influencing the audience;</li> <li>- be able to select source material based on format editorial standards;</li> </ul>

	- master the forms of script recording and other options for verbalization of audiovisual content
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. Kellison K. Producing on television: a practical approach / Per. from English. B.S. Stankevich; scientific ed. V.E. Maksimov. Minsk: Grevtsov Publisher, 2008</li> <li>2. Padeysky V.V. TV program design. M., 2004.</li> <li>3. Profession - film and television producer. Practical approaches: a textbook for university students studying in the specialty "Film and Television Production" and other cinematic specialties / ed. V.I. Sidorenko, P.K. Ogurchikova. – M.: UNITI-DANA, 2010</li> <li>4. Brown J., Cole W. Effective management in radio and television. In 2 volumes. M.: Mir, 2002.</li> </ol>

### **Sound producing**

Discipline name and cipher	Sound producing / Spr 4305 (альтернатива дисциплины (Аудио-визуальное продюсирование (AVP 4305)»)
Teacher	Kaliev S. S., Ph. D., Senior Lecturer
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300– Art management
Prerequisites of discipline	Organization of concert activities, Project management
Post-requisites of discipline	Producing activities, Segmentation and positioning in the field of culture, Advertising and PR in the art industry.
The content of the discipline	The sound producer plays an important role in content creation, especially when it comes to a new song or CD. Producing music at MART Sound involves several stages. At the stage of acquaintance, the sound producer determines the vocal characteristics of the performer, learns about his wishes and gets acquainted in more detail with the manner of performance and style in which the artist works.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- know:</li> <li>- scenario and directing specifics of staging cultural and leisure programs, features of compositional construction, ideological and thematic and artistic and imaginative solutions for cultural and leisure</li> </ul>

	<p>programs, the specifics of dramaturgy of cultural and leisure programs;</p> <p>be able to:</p> <ul style="list-style-type: none"> <li>- reasonably and logically, based on the entire array of the studied material and using the conceptual apparatus of science, present knowledge in the field of theory and history of the technology of cultural and leisure activities;</li> <li>- use creative thinking techniques when writing scripts for show programs on relevant topics and issues;</li> <li>- apply the acquired knowledge in pedagogical and educational activities. create an artistic and figurative solution of cultural and leisure programs based on creative methods (montage in scenario activity, theatricalization, illustrations, games in directing activities)</li> </ul> <p>master:</p> <ul style="list-style-type: none"> <li>- the conceptual apparatus of the discipline;</li> <li>- technology of scenario-director's modeling of show programs;</li> <li>- technologies of interaction with institutions of the cultural and leisure sphere, public organizations and associations, skills of acting and stage speech, stage movement, methods of plastic-choreographic solution of an artistic and imaginative range of cultural and leisure programs, skills of a perceptual and communicative process.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. Zharkov, A.D. Producing and staging show programs: textbook / A.D. Zharkov. – M.: Ed. House of MGUKI, 2009. - 470 p.</li> <li>2. The skill of a film and television producer: textbook / ed. PC. Ogurchikov, V.V. Padeisky, V. I. Sidorenko. -M.: UNITI-DANA, 2008. -863 p. - (media education)</li> <li>3. Basics of production. Audiovisual sphere: textbook for universities / ed. G. P. Ivanova, P. G. Ogurchikova, V. I. Sidorenko. -M: UNITY-DANA, 2003. -719 p.</li> </ol>

### Strategic management

Discipline name and cipher	Strategic management (SM 4306)
Teacher	Baimagambetova G. I., doctor of Economics, Professor Ospanova A. M., teacher of
Department	«Art-management»
Cycle of discipline	Profiling discipline (PD)
The name of the module	Managerial
Language of instruction	Kazakh, Russian
Number of credits	5

Semester	7
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Management, Anti-crisis management, cross-cultural management
Post-requisites of discipline	-
The content of the discipline	<p>Discipline "Strategic management" studies management through the selection of strategic positions, management by ranking strategic objectives, management in terms of strategic surprises, management of complex situations, management of weak signals. These approaches are only beginning to develop and are already partially used by the world's leading corporations.</p> <p>Special attention is paid to technology as one of the effective factors of competition, the interrelation of life cycles of demand of the industry, technology and products is considered. Types of technologies are described from the position of the chosen strategy, the role of General management in the inclusion of technological factors in the formulation of competition strategy, etc. is noted.</p>
Learning outcome	<p>Students who have studied this discipline must master the following competencies:</p> <ul style="list-style-type: none"> <li>- knowledge of the methodology of the systematic approach to the organization of activities;</li> <li>- knowledge of typology of strategic management systems and organizational structures;</li> <li>- knowledge of the system of targets and strategies for the development of the organization, understanding their relationship with the functions and processes of management;</li> <li>- understanding of the structure and main characteristics of the organizational environment, the relationship of the internal and external environment of the organization;</li> <li>- knowledge of the theory of personnel management, human resources planning technologies; recruitment and evaluation of personnel, its training, development and release, functional activities of the personnel service;</li> <li>- ability to distinguish the basic concepts and schemes describing the real</li> </ul> <p><b>know:</b></p> <ul style="list-style-type: none"> <li>- the main trends in the development of strategic management in modern conditions;</li> </ul>



	<ul style="list-style-type: none"> <li>- theoretical aspects of strategic management, allowing to master modern approaches of strategic transformation management;</li> <li>know:</li> <li>- to think independently when developing the concept of forming the strategic development of the organization;</li> <li>- be creative in the analysis and evaluation of practical situations in various areas of the organization;</li> <li>own:</li> <li>- practical skills in setting goals at all levels of the organization;</li> <li>- skills of analysis of resources and competitive opportunities of the organization;</li> <li>practical skills in making and implementing strategic decisions, as well as management of the organization for the successful implementation of the strategy.</li> </ul>
Form of the lesson	Team
Form of final control	Exam for tickets
Main literature	<ol style="list-style-type: none"> <li>1. Ansoff I. Strategic management. M.: Economics, per ed.2009.</li> <li>2. Bowman K. Fundamentals of strategic management: TRANS. with eng. M.: UNITY, 2007.</li> <li>3. Vikhansky O. S. Strategic management. 2nd ed. M.: Gardarika, 2008.</li> <li>4. Vikhansky O. S., Naumov A. M. Management. 3rd ed. M.: Gardarika, 2002.</li> <li>5. Efremov V. S. Strategy of the business. Planning concepts and methods. Moscow: Finpress, 2008.</li> </ol>

### Leadership

Discipline name and cipher	Leadership (4306) (альтернатива дисциплины «Стратегический менеджмент (SM 4305)»)
Teacher	Malaeva R. A. Ph. D., Associate Professor Ospanova A. M., teacher of
Department	«Art-management»
Cycle of discipline	Profiling discipline (PD)
The name of the module	Communications in management
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300-Art management
Prerequisites of discipline	Management, Anti-crisis management, cross-cultural management

Post-requisites of discipline	-
The content of the discipline	In the process of studying the course "Leadership" students enrolled in the direction of "Art Management" must learn the essence and methods of scientific approach to the theoretical and practical solution of problems of leadership in organizations, acquire knowledge and develop business communication skills required Manager
Learning outcome	<p>The process of studying the discipline "Leadership" is aimed at the formation of the following competencies-the ability to generalize, analyze, receive information, set goals and choose ways to achieve it showing leadership qualities;</p> <p>know:</p> <ul style="list-style-type: none"> <li>- basic theories of leadership, typologies of leadership,</li> <li>- methods of analysis and self-knowledge of personality and knowledge of other people,</li> <li>- ethical norms of business relationships, basics of business communication, principles and methods of business communications.</li> </ul> <p>know:</p> <ul style="list-style-type: none"> <li>- define your own style of leadership with the help of various psychological tools,</li> <li>- organize team and personal interaction to solve management problems.</li> </ul> <p>possess skills:</p> <p>effective business communication</p>
Form of the lesson	Team
Form of final control	Exam, orally by tickets
Main literature	<p>1. Bialiatski N. P. The basics of leadership, the Belarusian state economic University, 2006.</p> <p>2. Covey Stephen Leadership based on the principles Of S. Covey TRANS. P. Samsonova-M.: Alpina Business Books 2013</p> <p>3. Leadership TRANS. with eng. A. Lisitsynoy Series: Classics Harvard Business Review-M.: Alpina Business Books 2013.</p>

### **The market in the art industry**

The name of the discipline and the cipher	The market in the art industry (RAI 4308)
Teacher	Kaliyev S.S. K.I.N., senior lecturer
The cycle of discipline	Profile disciplines (PD)
Name of the module	Management Marketing
Teaching language	Kazakh and Russian
Number of credits	5
Term	7
The discipline is recommended for learning by EXPERIENCE	5B042300– Art Management

Prerequisites of the discipline	Organization of concert activities, Project management
Content of the discipline	Production activity, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
Learning outcome	The study of the main patterns, features and factors of the formation of the art market of the Republic of Kazakhstan in connection with the development of the modern press. - acquaintance with theoretical approaches in the study of the basic professional and technological concepts of public relations in relation to the art business.
Form of the lesson	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- The ability to implement knowledge in the field of advertising as a field of professional activity;</li> </ul> <p><b>To know:</b></p> <ul style="list-style-type: none"> <li>- fundamental concepts, terms and categories of the art market.</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>- make a media plan and evaluate its effectiveness;</li> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional <b>activity</b>;</li> <li>- skills in working with audience measurement data and other media planning information sources;</li> <li>- ideas about the essence and structure of the main media planning documents;</li> </ul>
Form of final control	Group
Main literature	Exam
Main literature	<p>1. Grachev V.I. Communicative space of the modern art market // Izv. RSPU named after A.I. Herzen. - 2008. – No. 56. – pp. 198-203; The same [Electronic resource]. – URL: <a href="http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka">http://cyberleninka.ru/article/n/kommunikativnoe-prostranstvo-sovremennogo-art-rynka</a> (14.10.2015).</p> <p>2. Lysakova A.A. Paradoxes of the modern art market as a global institution // Izv. Ural Federal. un-ta. Ser. 1. Problems of education, science and culture. - 2011. – Vol. 95, No. 4. – pp. 246-255; The same [Electronic resource].</p> <p>3. Matkovskaya Ya.S. Art market: specifics, new trends and development prospects / Ya.S. Matkovskaya, N.N. Koroleva // Marketing and marketing research. - 2014. – No. 4. – pp. 304-315</p>

### Organization and management of business processes

Discipline name and cipher	Organization and management of business processes OVBP4308
Teacher	Malaeva R.A., Candidate of Economics, Associate Professor
Department	"Art Management"
Cycle of discipline	Profile disciplines (PD)
The name of the module	Management marketing
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300-Art Management
Prerequisites of discipline	Cultural Economics, Management
Post-requisites of discipline	Business planning, Finance in the art industry, Fundraising, Risk Management
The content of the discipline	"Organization and management of business processes" forms the student's entrepreneurial thinking, is one of the indispensable conditions for the training of qualified specialists.
Learning outcome	<b>competencies:</b> as a result of mastering the academic discipline, bachelors develop the ability to collect and analyze the initial data necessary for calculating economic and socio-economic indicators characterizing the activities of economic entities; <b>To know:</b> - theoretical and practical foundations of business; <b>be able to:</b> - make correct decisions on the organization and functioning of the business; Have the <b>skills</b> of organizing a liquid business
Form of the lesson	Group
Form of final control	Exam, oral by tickets
Main literature	1. Seydakhmetov A.S. Entrepreneurship. Almaty, Economics, 2010 2. Kruglova N. Y. Fundamentals of business (entrepreneurship): textbook / N.Y. Kruglova. – M.: KNORUS, 2010. – 544 p.

### Management in the film industry

Discipline name and cipher	Management in the film industry (MKD 4310)
Teacher	
Department	Sahaman A.Zh., PhD, Associate Professor
Cycle of discipline	Profile disciplines (PD)
The name of the module	Art management
Language of instruction	Communications in management
Number of credits	Kazakh and Russian languages
Semester	5

The discipline is recommended for study in the specialty	7
Prerequisites of discipline	5B042300- Art Management
Post-requisites of discipline	Cultural Economics, Management, Media planning
The content of the discipline	Cinema and media industry, realities and players of the world market. The concept of "filmmaking", the main stages of the filmmaking process and the main technologies of film production. Attracting a team. Communication techniques and ethics in the field of filmmaking. Legal support of the film project. Fundraising, search and negotiations with investors and partners.
Learning outcome	<b>Competencies:</b> <b>To know:</b> -international system and standards of film production; -features of distribution and marketing of studio films and financing of independent films in foreign practice; -features of the organization of film festivals and criteria for the selection of films. <b>Be able to:</b> --formulate the concept of promoting a film and video project (product) and implement conditions that contribute to increasing the success of film projects; -create a short version of the script (Treatment), which can be used as the basis of the script of a low-budget movie movie; <b>Skills:</b> - pitching; - specialized vocabulary of the English language in the field of producing TV and film projects; -independent development of the budget and production plan of projects using EP Budgeting, EP Scheduling software
Form of the lesson	Group
Form of final control	Exam, oral by tickets
Main literature	1. Evmenov, A.D. Organization of production at cinematography and television enterprises. Study guide. /A.D. Evmenov, E.K. Kakosian, P.V. Danilov. - St. Petersburg: Publishing House of SPbGUKiT, 2010. 2. Evmenov, A.D. Research of film production production systems. /A.D. Evmenov, E.K. Kakosian, P.V. Danilov. - St. Petersburg: Publishing House of SPbGUKiT, 2011. 3.Kokhanenko, A.I.The image of advertising characters. / A.I. Kohanenko. - Moscow: ITSK "March", Rostov n/A: Publishing center "March", 2014. –144s. 4. The skills of a film and television producer: a textbook for university students studying in the specialty "Film and television production" and other cinematographic specialties / ed. P.K. Ogurchikova, V.V. Padeisky, V.I. Sidorenko. – Moscow: UNITY-DANA, 2008.-863s.

### Media production in the creative industry

Discipline name and cipher	Media production in the creative industry MKI 4310
Teacher	Sahaman A.Zh., PhD, senior lecturer
Department	Art management
Cycle of discipline	Profile discipline (PD)
The name of the module	Communication in management
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	7
The discipline is recommended for study in the specialty	5B042300– Art Management
Prerequisites of discipline	Organization of concert activities, Project management
Post-requisites of discipline	Production activity, Segmentation and positioning in the field of culture, Advertising and PR in the art industry
The content of the discipline	The basic concepts of mass media in the structure of modern public life, advertising in the structure of modern mass media, the essence, goals and objectives of media planning, the concepts of "audience", "target audience", "coverage", "rating", the structure of the media plan, the main indicators used in media planning are considered.
Learning outcome	<p>The process of studying the discipline is aimed at the formation of the following competencies:</p> <ul style="list-style-type: none"> <li>- The ability to exercise professional functions in the field of advertising and public relations in various structures under control;</li> <li>- Ability to plan and organize communication campaigns and events under control;</li> <li>- Ability to organize and conduct sociological research;</li> <li>- The ability to implement knowledge in the field of advertising as a field of professional activity;</li> <li>- Ability to conduct marketing research.</li> </ul> <p>To know:</p> <ul style="list-style-type: none"> <li>- basic concepts, terms and categories of media planning;</li> <li>- basic media planning technologies;</li> <li>- rating forecasting models.</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>- make a media plan and evaluate its effectiveness;</li> <li>- evaluate the selection of advertising media;</li> <li>- conduct situational analysis (product, audience, market).</li> </ul> <p>possess skills:</p> <ul style="list-style-type: none"> <li>- traditional and modern technologies of professional activity;</li> </ul>

	<ul style="list-style-type: none"> <li>- skills in working with audience measurement data and other media planning information sources;</li> <li>- ideas about the essence and structure of the main media planning documents;</li> <li>- techniques and principles of making media plans based on specifically specified parameters.</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<ol style="list-style-type: none"> <li>1. Nazaykin A.N. Media planning: studies. manual / A. N. Nazaykin. — M.: Eksmo, 2010. — 400 p. — (Academy of Advertising).</li> <li>2. Buzin V.N., Buzina T.S. Media planning for practitioners. — M.: Vershina, 2006.</li> <li>3. Kochetkova A.V. Media planning. — Moscow: RIP-holding, 2003.</li> <li>4. Sissors J., Baron R. Advertising media planning. — St. Petersburg: Peter, 2004.</li> <li>5. Kotler F. Fundamentals of marketing. — St. Petersburg: Williams, 1999.</li> </ol>

### **Music Publishing and administration**

Discipline name and cipher	Music Publishing and administration MPiA 4311
Teacher	Mambekov Ye. B., Candidate of pedagogic sciences, professor
Department	«Art-management»
Cycle of discipline	Profiling discipline (PD)
The name of the module	Communication in management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	8
The discipline is recommended for study in the specialty	5B042300– «Art-management»
Prerequisites of discipline	Fundamentals of management, Theory and practice of management, Anti-crisis management, etc.
Post-requisites of discipline	-
The content of the discipline	The development of the student's creative forces, which would make the process of forming his leader of musical culture as part of his entire spiritual culture successful and fruitful.
Learning outcome	<p>Students who have studied this discipline should master the following competencies:</p> <p>-knowledge of the theory of personnel administration of human resource planning technologies;</p> <p>know:</p>

	<ul style="list-style-type: none"> <li>- the main trends in the development of strategic management in modern conditions;</li> <li>- theoretical aspects of strategic management, allowing to master modern approaches to managing strategic transformations;</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>- to think independently when developing the concept of formation of the strategic development of the organization;</li> <li>- be creative in the analysis and evaluation of practical situations in various areas of the organization;</li> </ul> <p>own:</p> <ul style="list-style-type: none"> <li>- skills of analysis of resources and competitive opportunities of the organization;</li> <li>- practical skills in making and implementing strategic decisions, as well as managing an organization for the successful implementation of a strategy.</li> </ul>
Form of the lesson	Team
Form of final control	Exam for tickets
Main literature	Ansoff I. Strategic management. M.: Economics, edition 2009. Bowman K. Fundamentals of strategic management: Per. from English. M.: UNITI, 2007.

### Creative management

Discipline name and cipher	Creative Management (KM 4311)
Teacher	Sh.E. Shalbayeva, PhD, Associate Professor
Department	Art management
Cycle of discipline	Profile disciplines (PD)
The name of the module	Communications in management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	8
The discipline is recommended for study in the specialty	5B042300– Art Management
Prerequisites of discipline	Public speaking, Management
Post-requisites of discipline	Advertising and PR in the art industry
The content of the discipline	The purpose of studying the discipline is to strengthen the ability to make non-trivial decisions (individual and collective), to study technologies designed to solve problems and problems (primarily poorly structured, large-scale, managerial). The focus is not only on the content of knowledge, but on the human thought processes



	themselves, their optimal organization in the form of cause-and-effect relationships and time sequences, as well as the quality of results.
Learning outcome	<p>The process of studying the discipline "Creative Management" is aimed at the formation of the following <b>competencies</b>:</p> <p><b>2. must know:</b></p> <ul style="list-style-type: none"> <li>-- Evolution of thinking technologies</li> <li>-Basic characteristics of the level of fitness, readiness of the mind for work</li> <li>-Models of linear and nonlinear thinking.</li> <li>-The essence of heuristics and creativistics.</li> <li>-Theories of creativity: scientific, technical, artistic, etc.</li> <li>-The structure of the creative process</li> </ul> <p><b>2. must be able to:</b></p> <ul style="list-style-type: none"> <li>-To produce new ideas, to find non-standard solutions to problematic problems.</li> <li>-Perform an analysis of existing creative techniques.</li> <li>-Organize the creative process.</li> </ul> <p><b>3. must own:</b></p> <ul style="list-style-type: none"> <li>-Problem solving; logical reasoning; linking ideas; free association.</li> <li>-Intensification of the creative process: the use of methods of active generation of solutions, their sorting and comparison.</li> <li>- - Generalization of non-standard techniques that have proven their effectiveness in a narrow area, their spread to a wider class of tasks.</li> </ul>
Form of the lesson	Group
Form of final control	Exam, oral by tickets
Main literature	<p>1. Berezhnov, G. V. Knowledge and culture of the enterprise [Electronic resource] : Monograph / G. V. Berezhnov. - M.: Publishing and Trading Corporation "Dashkov and Co.", 2011. URL.: <a href="http://znanium.com/bookread.php?book=450885">http://znanium.com/bookread.php?book=450885</a></p> <p>2. Innovative development: economics, intellectual resources, knowledge management / Edited by B.Z. Milner. - M.: INFRA-M, 2009. - 624 p. URL.: <a href="http://znanium.com/bookread.php?book=169902">http://znanium.com/bookread.php?book=169902</a></p> <p>3. Howard K. Manager's experience: A textbook / K. Howard, E.M. Korotkov. - M.: SIC Infra-M, 2013. - 224 p. URL.: <a href="http://znanium.com/bookread.php?book=347242">http://znanium.com/bookread.php?book=347242</a></p>

### Accounting

Discipline name and cipher	Accounting/ BU 4312
Teacher	Zhanibekova G. K doctor of Phd, associate Professor
Department	«Art-management»
Cycle of discipline	Profiling discipline (PD)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	5

Semester	8
The discipline is recommended for study in the specialty	5B042300– Art management
Prerequisites of discipline	Fundamentals of Entrepreneurship, Business Planning, Fundamentals of Economics
Post-requisites of discipline	writing a thesis
The content of the discipline	The purpose of studying the discipline "Accounting" is to obtain systemic knowledge in the field of organization and methodology of financial accounting and the main trends in its development at the present stage; acquisition of skills to apply the acquired knowledge in practice; formation of general cultural and professional competencies required in the professional activities of bachelors.
Learning outcome	As a result of studying the discipline, the student will understand the essence of accounting, its role in the system of economic information, making important management decisions, master the theoretical and practical foundations of organizing the accounting process in an economic entity. know: - the role and importance of accounting in market conditions, its basic concepts and stages of development; - basic techniques and elements of the accounting method; - organization of accounting in the organization; - preparation of financial statements. be able to: - draw up accounting entries, turnover sheets and the balance sheet of the enterprise; - fill in primary, summary documents and accounting registers.
Form of the lesson	Group
Form of final control	Exam
Main literature	1. Accounting: Textbook / N.P. Kondrakov. - 7th ed., revised. and additional - M.: NITs INFRA-M, 2014. <a href="http://znanium.com/bookread.php?book=432376">http://znanium.com/bookread.php?book=432376</a> 2. Accounting, analysis and audit of foreign economic activity: Textbook / Yu.A. Babaev, M.V. Drutskaya and others - INFRA-M, 2014.

### **Cost management**

Discipline name and cipher	Cost management/ UZ 4312
Teacher	Zhanibekova G. K doctor of Phd, associate Professor
Department	«Art-management»
Cycle of discipline	Basic disciplines (DB)
The name of the module	Financial and economic
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	8

The discipline is recommended for study in the specialty	5B042300– Art management
Prerequisites of discipline	Fundamentals of Entrepreneurship, Business Planning, Fundamentals of Economics
Post-requisites of discipline	Writing a thesis Writing a thesis
The content of the discipline	The purpose of studying the discipline "Cost Management" is to provide students with theoretical knowledge and practical skills to optimize and reduce the organization's costs.
Learning outcome	<p>As a result of studying the discipline, the student will understand the essence of accounting, its role in the system of economic information, making important management decisions, master the theoretical and practical foundations of organizing the accounting process in an economic entity.</p> <p>know:</p> <ul style="list-style-type: none"> <li>- the main differences in expenses, costs and charges of the enterprise;</li> <li>- the main features of the classification of enterprise costs;</li> <li>- different types of costs;</li> </ul> <p>-methods of cost accounting and calculation;</p> <p>be able to:</p> <ul style="list-style-type: none"> <li>-determine the costs, charges and expenses of the enterprise;</li> <li>- classify costs in accordance with the objectives of the enterprise; - to make calculation of the cost price of products;</li> <li>-calculate the cost by various methods</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>-methods for determining the costs, charges and expenses of the enterprise; -principles of cost classification;</li> <li>- different ways of cost calculation;</li> <li>- costing algorithms using various systems</li> </ul>
Form of the lesson	Group
Form of final control	Exam
Main literature	<p>1. Accounting: Textbook / N.P. Kondrakov. - 7th ed., revised. and additional - M.: NITs INFRA-M, 2014.</p> <p>2. Accounting, analysis and audit of foreign economic activity: Textbook / Yu.A. Babaev, M.V. Drutskaya and others - 2nd ed., revised. and additional - M.: University textbook: NIC INFRA-M, 2014.</p>