

<b>Aim of the Educational Program</b>	Preparation of highly qualified competitive specialists - masters who are ready to summarize and test international and local experience, as well as achievements in the field of art-management, distinguished by a humanistic worldview, possessing analytical abilities and a set of knowledge and skills for research, pedagogical and managerial activities for researching and teaching in the field of culture and art management in accordance with global trends of nowadays.
<b>Map of the training profile within the educational program</b>	
<b>Code and classification of the education field</b>	7M02 – Art and social sciences
<b>Code and classification of training areas</b>	7M037 – Art management
<b>Code and name of educational program</b>	7M02161 – Art management
<b>Qualification characteristics of the graduate</b>	
<b>Academic degree</b>	Master of Arts
<b>List of specialist positions</b>	Manager of public sector art and culture organizations, manager of non-governmental organizations, entrepreneur in the field of creative industries, employee in the departments of the Ministry of Culture and Sports of the Republic of Kazakhstan.
<b>Field of professional activity</b>	<ul style="list-style-type: none"> <li>– organization of large-scale projects in the field of art, culture and media;</li> <li>– research and development in the field of art management;</li> <li>– the sphere of professional education</li> <li>– expertise in the field of science, art and education.</li> </ul>
<b>Objects of professional activity</b>	<ul style="list-style-type: none"> <li>– cultural and art institutions;</li> <li>– research institutes;</li> <li>– higher education institutions;</li> <li>– administrative and expert institutions of the Ministry of Culture and Education;</li> <li>– the spheres of cultural tourism and mass media related to art management;</li> <li>– institutions and organizations of culture and art of various forms of management;</li> <li>– public and creative associations;</li> <li>– cultural, entertainment and leisure institutions;</li> <li>– Media;</li> <li>– marketing services;</li> <li>– agencies engaged in the promotion of art services and products to the domestic and foreign markets;</li> <li>– production centers;</li> <li>– art galleries;</li> <li>– art auctions;</li> <li>– film and television companies;</li> <li>– cultural tourism organizations;</li> <li>– divisions responsible for the formation and maintenance of corporate culture in non-creative organizations.</li> </ul>

<b>Functions of professional activity</b>	<ul style="list-style-type: none"> <li>– carries out professional organizational activities on technically and technologically complicated large-scale projects in the field of art and culture;</li> <li>– carries out pedagogical activity in educational institutions of higher professional education in the field of art management;</li> <li>– plans the educational process, conducts methodological work, develops methodological materials;</li> <li>– carries out research activities in the field of art management theory;</li> <li>– carries out expert evaluation of works of art, projects in various types of art, the quality of cultural events;</li> <li>– manages the professional team and the ways of organizing its work in order to achieve the most effective results;</li> <li>– conducts information-analytical and information-bibliographic work with the involvement of modern information technologies;</li> <li>– develops strategic documents of varying complexity in the field of culture, art and creative industries.</li> </ul>
<b>Types of professional activity</b>	<ul style="list-style-type: none"> <li>– <i>production;</i></li> <li>– <i>scientific research;</i></li> <li>– <i>expert;</i></li> <li>– <i>organizational and managerial;</i></li> <li>– <i>analytical.</i></li> </ul>