

Aim of the Educational Program	Training of specialists in the field of culture, art and creative industries, with theoretical knowledge and practical skills in the development of art projects, the development and promotion of art services (products) in accordance with market demands and the needs of society.
Map of the training profile within the educational program	
Code and classification of the education field	6B02 – Art and social sciences
Code and classification of training areas	6B021 – Art
Code and name of educational program	6B02191 – Art management
Qualification characteristics of the graduate	
Academic degree	Bachelor of Arts
List of specialist positions	<p>Middle managers of the management system in cultural and art organizations of various forms of ownership, independent art managers and producers:</p> <ul style="list-style-type: none"> – Art manager – Art Director – Producer – Corporate Culture Manager – HP-manager – PR manager – Art curator
Field of professional activity	The real sector of the creative economy, art by types and directions, culture, leisure, creative industries, as well as the spheres of cultural tourism and mass media related to art management.
Objects of professional activity	<ul style="list-style-type: none"> – institutions and organizations of culture and art of various forms of management; – public and creative associations; – cultural, entertainment and leisure facilities; – Media; – marketing services; – agencies engaged in the promotion of art services and products to the domestic and foreign markets; – production centers; – art galleries; – art auctions; – film companies and television centers; – cultural tourism organizations; – divisions responsible for the formation and maintenance of corporate culture in non-creative organizations.
Functions of professional activity	<p>The professional activity of the Bachelor of Art Manager is aimed at improving the management of cultural organizations, enterprises and processes in the conditions of the formation of the art market and art business in Kazakhstan, exploring the possibilities of our country and the foreign market of art services in order to optimize current and future planning, the introduction of modern methods of promotion and information technology. The art manager performs the following functions:</p> <ul style="list-style-type: none"> – Adoption and implementation of management decisions;

	<ul style="list-style-type: none"> – All types of planning; – Fundraising (fundraising); – Initiation and management of cultural and artistic projects both within cultural institutions and independently; – Implementation of the evaluation of the effectiveness of art projects; – Administrative functions in cultural and art organizations/ in creative projects; – Organization of production, economic, advertising, information and other activities in the field of culture and art; – Marketing analysis of the project situation; – Personnel and human resources management; – Producing artists and creative projects; – Development of the PR strategy of the organization and/or project; – Implementation of business communication in all genres; – Running your own art business, entrepreneurial functions in the field of creative economy; – Introduction of innovations in the production and promotion of an art product.
Types of professional activity	<ul style="list-style-type: none"> – Organizational and managerial; – Project; – Marketing; – Research; – Production; – Entrepreneurial.