

REQUIREMENTS FOR ENTRANCE EXAMINATIONS

Academic program: «8D02123 – Art Management»

(doctorate program)

Admission of persons to doctoral studies is carried out with the mandatory availability of an international certificate of proficiency in a foreign language and KAZTEST.

1. EXAM IN SPECIALTY

Exam in specialty includes an oral response on the ticket, consisting of three blocks:

- 1 block – «Management», «Time management»;
- 2 block – «Economy of the culture», «Marketing»;
- 3 block – «Strategic Management», «Project Management», «Public Relations».

Block 1

Questions on discipline «Management»:

- 1. Concept and forms of power. The main mechanism of realization of power in the organization.
- 2. Stages of development of management science and their features.
- 3. Approaches to management in terms of the allocation of different schools.
- 4. Principles of management and their characteristics.
- 5. Basic methodological approaches in management.
- 6. Management methods: concept, types, content.
- 7. Concept, content and types of organizations.
- 8. The internal environment of the organization. Main variables and their characteristics.
- 9. The external environment and its impact on the system, direct and indirect factors.
- 10. Communications in the management system: types and stages of the communicational process.
- 11. The concept of a management decision and the requirements imposed on it.
- 12. Stages of development of management decisions and their characteristics.
- 13. Methods of making management decisions and the range of their application.
- 14. Planning as a function of management.
- 15. The concept of organization as a managerial function.

References for the discipline «Management»:

- 1. Mescon M. Fundamentals of management. – Delo, 2011.
- 2. Williams C. Principles of management. – South-Western: Cengagelearning, 2009.
- 3. Daft P. Management. – St.Petersburg: Piter, 2011.
- 4. Markov V. Marketing. Management. – M.: Omega-L 2009.
- 5. Basovsky L. Management. – M.: INFRA, 2010.
- 6. Vihansky O. Management. – M.: Economist, 2016.
- 7. Khazhinski A. Management Guru. The road to success. – St.Petersburg: Piter, 2012.
- 8. Maurice M. Novice Manager. First steps towards a brilliant manager career. – M.: FAIR PRESS, 2010.

9. Tracy B. Become an outstanding manager. – SMARTBOOK, 2009.
10. Jay R. Manager encyclopedia: Algorithms of effective work. – M.: Alpina Business Books, 2011.
11. Drucker P. About the profession of a manager. – M.: Williams, 2008.
12. Adizes I. Corporate Lifecycle Management. – St.Petersburg: Piter, 2009.
13. Management. Theory and practice of Kazakhstan. Ed. A.Tulembayeva. – Almaty: Almaty Management University, 2015.

Questions on discipline «Time management»:

1. Time management as a time management system.
2. Principles of corporate time management.
3. Time management as a tool for personnel management.
4. Time management as the basis for the development of the organization.
5. Effective time management technologies.
6. Prospects for the development of time management.
7. Culturological time management basics.
8. Time Management Functions.
9. Methods of research management processes and cost of working time of a modern manager.
10. Studying the cost of working time of a modern manager.
11. Basic principles of modern time management.
12. Time management: tools for achieving competitive advantage.
13. Strategic planning and time management.
14. The main tools for teaching time management of a modern manager.
15. Technology of current, medium-term, long-term planning of activity of a modern manager.

References for the discipline «Time management»:

1. Arkhangelsky G. Corporate time management. Encyclopedia of solutions. M.: Alpina Business Books, 2008.
2. Dittmer R. 151 quick idea. How to manage your time. – St.Petersburg: DILYA, 2007.
3. Dod P., Sandheim D. 25 best ways and techniques of time management. How to do more without losing your head. – St.Petersburg: DILYA, 2008.
4. Zakharenko G. Time Management. – St.Petersburg: Piter, 2004.
5. Francis K. Twist off your time management. – M.: Hippo, 2004.
6. Tracey B. Effective time management. – M.: Smartbook, 2007.
7. Sidorova N., Anisinkova E. Time Management. – M.: Dashkov and K, 2008.
8. Yager Jin. Creative time management in the new century. – M.: Alpina Publisher, 2003.
9. Merzlyakova E. Effective time management for office worker. – St.Petersburg: Speech, 2007.

Block 2

Questions on discipline «Economy of the culture»:

1. Economic problems of modern Kazakhstan.
2. The main directions of Kazakhstan's economic policy.
3. Competition and market models.
4. Nature of economic relations in the culture sector.
5. Formation of a system of economic categories of cultural activity.
6. Resource potential of culture.
7. Specificity of the nature of labor in culture.
8. Product labor in culture.
9. Legal status of cultural organizations.
10. The economic mechanism of protection and use of cultural heritage.
11. Investment activity in the sphere of culture.
12. Cultural policy as management of the cultural environment.
13. Consumption research in culture.
14. The development of creative industries: the current state and prospects.
15. International trade in the field of culture.
16. Organization of culture as an economic subject.
17. Property relations in culture.
18. Criteria for the economic valuation of works of art.
19. Development of the Kazakhstan art market.
20. The structure of the of cultural products market.

References for the discipline «Economy of the culture»:

1. Law of the Republic of Kazakhstan «On Culture» of December 15, 2006 №207-III (with amendments and additions of January 22, 2016).
2. The concept of the cultural policy of the Republic of Kazakhstan (approved by the Decree of the President of the Republic of Kazakhstan on November 4, 2014 №939).
3. Enterprise economics. – M.: UNITY-DANA, 2009.
4. Ignatieva E. Economics of Culture. – M.: GITIS. 2013.
5. Voronova E. Economics of Culture. – Ryazan: Uzorochie, 1997.
6. Ivanov G., Shustrov M. Economics of Culture. – M.: UNITY-DANA: 2001.
7. Gribov V. Enterprise economy. – M.: Finance and Statistics, 2009.
8. Enterprise economics (in charts, tables, calculations). – M.: INFRA-M, 2010.
9. Dymnikova A., Iksanov A. Resource support of cultural institutions in a market economy. – M.: Teatralis, 2008.
10. Morozova E., Tikhonova E. Economy and organization of social and cultural enterprises. – M.: Publisher Mikhalkov V., 2002.
11. Ignatieva E. Economics of Culture. – M.: GITIS. 2013.
12. Voronova E. Economics of Culture. – Ryazan: Uzorochie, 1997.

Questions on discipline «Marketing»:

1. The essence, content and evolution of marketing. Stages of marketing development.
2. The essence of the concepts «need», «requirement», «request», «goods», «exchange», «transaction», «market» and their place in the theory of marketing.
3. Marketing as a philosophy of modern business. Marketing in the field of culture.
4. Principles, functions and purposes of marketing.

5. The concept of marketing-mix as the basis of the classical theory of marketing. The concept of «4 P» in marketing.
6. The concepts of marketing management: the concept of improving production.
7. Three approaches to the selection of the number of mediators: intensive distribution, distribution on the basis of exclusivity, selective distribution.
8. Concepts of marketing management: the concept of intensification of commercial efforts.
9. The model of purchasing behavior and the decision-making process about the purchase by the end user.
10. Features of the development of macro-environment factors in the Kazakhstan economy.

References for the discipline «Marketing»:

1. Avsyannikov N. Marketing in education. – M.: RGTU, 2008.
2. Ambler T. Practical marketing. – St.Petersburg: Piter, 2009.
3. Bronnikova T., Chernyavsky A. Marketing. – Taganrog, 2009.
4. Vankina I., Egorshin A., Kucherenko V. Marketing of education. – Nizhny Novgorod: University Book, 2006.
5. Doroshev V. Introduction to marketing theory. – M.: INFRA-M, 2008.
6. Ivashkova N. Marketing management. – M.: INFRA-M, 2010.
7. Kotler F. Basics of Marketing. – M.; St.Petersburg; Kiev: Williams, 2006.
8. Kotler F. Маркетинг. Менеджмент: Учебник. – 10 изд. – СПб.: Питер, 2006.
9. Соловьев Б. Marketing. Management. – M.: INFRA-M, 2006.
10. Management, marketing and economics of education. – Nizhny Novgorod: NIMB, 2004.
11. Bagiev G. Marketing. – M.: Economica, 2009.
12. Golubkov E. Fundamentals of marketing. – M.: Finpress, 2007.
13. Kondratiev A. Marketing: concepts and solutions. – M.: OLMA-PRESS INVEST: Institute of economic strategies, 2003.
14. Motyshina M. Methods and models of marketing research. – St.Petersburg, 2006.
15. Motyshina M. System concept of marketing research. – St.Petersburg, 2008.
16. Akulich I., Gerchikov I. Marketing. – M.: Interpresser-Vis; Мисанта, 2006.

Block 3

Questions on discipline «Strategic Management»:

1. Strategic management: the essence and content.
2. Assessment of the attractiveness of the strategic economic zone.
3. Realization of the state program on forced industrial and innovative development of the Republic of Kazakhstan for 2016-2017.
4. Evolution of management systems. Predictability of the future, level of instability.
5. Assessment of changes in the projected growth of strategic economic zones.

6. The external environment of the organization: macro- and microenvironment, sectoral and competitive analysis.
7. Management by ranging strategic objectives.
8. Balancing of a set of strategic economic zones with different life cycles: short-term and long-term perspective.
9. The internal environment of the organization: indicators, slices.
10. Management through the selection of strategic positions.
11. Assessment of the potential of the company in determining competitive status.
12. Complex analysis of external and internal environment: structure.
13. Defining the direction of the company's development: developing a strategic vision and mission.
14. Evaluation of the company's competitive status.
15. Using SWOT-analysis and the search for a synergistic effect in the formation and selection of alternatives.
16. Business plan, marketing program and internal company plan.
17. Assessment of the positive value of flexibility in case of danger and evaluation of the degree of vulnerability of the company.
18. The difference between financial and strategic purposes.
19. Barriers arising on the path of the forces of the Porter model.
20. «5P» strategies of G.Mintzberg.

References for the discipline «Strategic Management»:

1. Thompson A., Strickland J. Strategic management. – Williams, 2005.
2. Vikhansky O., Naumov A. Management. – M.: Economist, 2008.
3. Meskon M. Fundamentals of management. – M.: Delo, 1998.
4. Kim W. Chan, Mobourne Rene. Blue ocean strategy. – M.: Man, Ivanov and Ferber, 2012.
5. John Magrett. Key ideas: Michael Porter. – M.: Man, Ivanov and Ferber, 2013.
6. Gaponenko A., Pankrukhin A. Strategic management. M.: Omega L, 2008.
7. Christensen K. Solving the problem of innovations in business. – M.: Alpina Business Books, 2004.
8. Maddax R. Successful team: how to create, motivate and develop it. – M.: Alpina Business Books, 2008.
9. Birman L. General management. – M.: Delo, 2008.
10. Chudnovskaya S. Management decisions. – M.: Exmo, 2007.

Questions on discipline «Project Management»:

1. Leadership as a factor of personal growth and the driving force of social and entrepreneurial development.
2. Characteristics of the basic theories of leadership. Types of leaders.
3. Situational theories of leadership. Their practical role in improving the effectiveness of the organization.
4. Management style as criteria of leadership. Classification of styles.
5. The team as an organizational form of collective management.
6. Formation of the project team. Development of competence profile of participants.
7. Leadership and power in the team. Assessment of leadership potential.

8. General competencies in the realization of leadership positions.
9. Leader: the role and methods of formation and development of organizational culture.
10. Modern and classical theories of leadership.

References for the discipline «Project Management»:

1. Projects and project management in a modern company. – M.: Olymp-Business, 2009.
2. Romanova M. Project management. – M.: FORUM: INFRA-M, 2009.
3. Svetlov N., Svetlova G. Information technologies of project management. M., 2006.
4. Wentzel E. Operations research: tasks, principles, methodology. M.: Drofa, 2006.
5. Volkov I., Grachyova M. Project analysis. M.: UNITY, 1998.
6. Diethelm G. Project management. St.Petersburg: Business press, 2003.
7. Klevtsova N. Effective management of economic projects using new information technologies. M., 2007.
8. Kolpachev V. Models and methods in project management. Voronezh, 2005.
9. Computer technology project management. Program TimeLine. – Chelyabinsk, 2001.
10. Lock D. Project management basics. – M.: HIPPO, 2004.
11. Marmel E. Microsoft Office Project 2003. – M.: Dialectica, 2004.
12. Pinto J. Project management. St.Petersburg: Piter, 2004.
13. Risk management of the investment project. – M.: UNITY-DANA, 2009.
14. Innovative project management. – M., 2005.
15. Project management: standards, methods, experience. – M.: Olymp-Business, 2003.
16. Project Management. Ed. V.Shapiro. – M., 2000.

Questions on discipline «Public Relations»:

1. Basics of communication in public relations. The main components of communication.
2. The impact of communication tools on the process of formation and development of «Public Relations».
3. PR in international business.
4. Evaluation of the effectiveness of actions and communications in the process of PR events.
5. Features of the use of various types of communication: strengths and weaknesses of using each type of communication media in PR campaigns.
6. Corporate «Web-site». Intranet and extranet.
7. Strategy and tactics of relations with local, regional, central and international mass media.
8. The concept of interaction with the target and key audiences of the public through communication tools.
9. The practice of using communication tools in public relations.
10. Functions and tasks of PR-specialist in work with the media («Mediarelations»).
11. Operational working information documents. Image corporate documents.
12. Features of the use of communication tools in PR-events.
13. Relations with the tools of mass media («Mediarelations»).

14. Press conference and briefings. Press tours.
15. Specialized thematic seminars and conferences. Themed press breakfasts and round tables.
16. Monitoring and analysis of thematic materials in the mass media.
17. Information campaigns in the mass media.
18. Creation and updating databases of targeted media.
19. Special and promotion PR events.
20. Presentations. Exhibitions and fairs. Festivals, contests, quizzes, competitions, lotteries.
21. Professional seminars and work-shops. Scientific forums and symposia.
22. Sponsorship and charity events. Samplings.
23. Mass cultural and entertainment programs.
24. Corporate «Public relations»: reputation management. Creating and strengthening business reputation.
25. Organization and holding of annual meetings of shareholders.
26. Public Relations in the field of politics.
27. Development and realization of campaign strategy and tactics. Lobbying.
28. Crisis and problem management.
29. Development and realization of projects on public relations in Kazakhstan and in foreign countries.

References for the discipline «Public Relations»:

1. Works of Kazakhstan researchers on the problems of art management and art industries.
2. Review of key textbooks and monographs of foreign authors on management issues.
3. Review of key textbooks and monographs of foreign authors on marketing issues.
4. Management. Theory and practice of Kazakhstan. Textbook for universities.
5. Berdaliev K. Strategy management. Almaty, 2011.
6. Project Management. Fundamental course. Ed. Anshin V., Ilyina O. – High school of economics, 2013.
7. Verzuh E. Project Management. – M.: Williams, 2015.
8. Lich L. On time and within budget: project management by the critical chain method. – M.: Alpina Publisher, 2016.
9. Litvak B. Strategic management. – Lyubertsy: Urait, 2016.
10. Molchanova O. Strategic management of uncommercial organizations. – Lyubertsy: Urait, 2016.
11. Thompso. Strategic management: concepts and situations for analysis. – M.: Williams, 2013.
12. Fomichev A. Strategic management. – M.: Dashkov and K, 2016.
13. Rudakova L. Fundamentals of advertising and public relations. – St.Petersburg, 2012.
14. Black C. Introduction to Public relations. – Rostov-on-Don: Phoenix, 2011.
15. Newsom Dag. All about PR. Theory and practice of public relations. – M.: «Image Contact» Infra, 2001.
16. Sharkov F. Public Relations. – M.: Dashkov and K, 2013.
17. Kirilova V. PR in uncommercial sector. – Direct-Media, 2015.

Regulations:

1. Strategy «Kazakhstan – 2050» Message of the President of the Republic of Kazakhstan N.Nazarbayev to the people of Kazakhstan dated January 31, 2017 «The third modernization of Kazakhstan: global competitiveness».
2. Message of the President of the Republic of Kazakhstan to the people of Kazakhstan «Nurlyzhol – the Path to the Future» dated 11.11.2014.
3. Labor Code of the Republic of Kazakhstan (with amendments and additions of July 21, 2015)
4. Law «On Mass Media» dated July 23, 1999 №451-I (with amendments and additions of December 28, 2017).
5. Decree of the President of the Republic of Kazakhstan «On the Concept of Cultural Policy of the Republic of Kazakhstan» dated November 4, 2014 №939.

ASSESSMENT CRITERIA

The maximum number of points for creative examination in specialty is 50 points. The minimum score is 25 points.

– 45-50 points (excellent)

Competent and correct use of specialized terminology in answers, unmistakable mastery of the categorical apparatus, ability to identify the main problems, unmistakable knowledge of factual material, consistency, cohesiveness of response, adherence to the norms of modern scientific language.

– 36-44 points (good)

Competent and correct use of specialized terminology in answers, unmistakable mastery of the categorical apparatus, problem exposition of questions formulated in tickets. Individual errors in the presentation of factual material, consistency, coherence of response, compliance with the norms of modern scientific language.

– 25-35 points (satisfactorily)

Insufficient use of specialized terminology in answers, insufficient knowledge of the categorical apparatus, the ability to identify only one of the problems of questions formulated in tickets, errors in presentation of factual material, violation of logic of the answer and of the norms of the modern scientific language.

– 0-24 points (unsatisfactorily)

Lack of necessary specialized terminology in answers, a descriptive statement of questions formulated in tickets, inability to identify and state problems, huge errors in presentation of factual material.