

REQUIREMENTS FOR ENTRANCE EXAMINATIONS

Academic program: «7M02123 – Art Management»

ENTRANCE EXAM REQUIREMENTS

(scientific and pedagogical direction)

Educational program: "7M02123 - Art Management"

COMPLEX TESTING

1. Test in a foreign language (optionally -English, German or French).
2. Learning Readiness Assessment (optionally - Kazakh or Russian).

1. SPECIALTY EXAM

The exam in the specialty includes an oral answer for the ticket, which consists of three blocks:

- 1 block - "Fundamentals of management in culture"
- 2 block –Finance in the field of art industry; Fundraising
- 3 block - “Strategic management”, “Project management”

Block 1

Questions on the discipline "Fundamentals of Management in Culture":

1. The concept and forms of power. The main mechanism for the exercise of power in the organization.
2. Stages of development of management science and their features.
3. Approaches to management from the standpoint of highlighting various schools.
4. Management principles and their characteristics.
5. The main methodological approaches in management.
6. Management methods: concept, types, content.
7. The concept, content and types of organizations.
8. The internal environment of the organization. The 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 communication process
11. The concept of a managerial decision and the requirements for it.
12. Stages of development of management decisions and their characteristics.
13. Methods of making managerial decisions and their scope.
14. Planning as a management function.
15. The concept of organization as a management function.

References for the discipline "Management":

1. Meskon M. Fundamentals of management (translation from English). - Case, 2011.

2. Williams C. Principles of management: textbook / C. Williams. - 6th Ed. - South-Western: Cengage learning, 2009.
3. Daft R. Management: textbook / R. Daft. Ed. Mordovina S. - 8th ed., Trans. from English - St. Petersburg: Peter, 2011.
4. Markov V. Marketing. Management: textbook / V. Markova. - M.: Omega-l, 2009.
5. Basovsky L. Management: a training manual / L. Basovsky. - M.: INFRA, 2010.
6. Vikhansky O. Management: a textbook / O. Vikhansky, A. Naumov. - 4th ed. reslave. and add. - M.: Economist, 2016.
7. Hajinski A. Management Guru. The road to success / A. Hazhinski; trans. from English N. Gabenov. - St. Petersburg: PETER, 2012.
8. Maurice M. Novice Manager. The first steps towards a brilliant managerial career / Michael Maurice; Per. M. Veselkova. - M.: FAIR-PRESS, 2010.
9. Tracy B. Become an outstanding manager: a textbook / B. Tracy. –SMARTBOOK, 2009.
10. Jay R. Encyclopedia of manager: Algorithms for effective work: textbook / R. Jay. - 3rd ed. - M.: Alpina Business Books, 2011.
11. Drucker P. About the profession of manager: collection / P. Drucker. - M.: Williams, 2008.
12. Adizes I. Management of the life cycle of a corporation: textbook / I. Adizes. - Peter, 2009.
13. Management. Theory and practice of Kazakhstan. Textbook for universities. Ed. A. Tulembaeva. - Almaty: Almaty Management University, 2015.

Block 2

Questions on discipline "Finance in the field of art industry":

1. The concept of finance
2. The need for finance, their nature
3. Functions of finance
4. The role of finance in reproduction
5. The interaction of finance with other value economic categories
6. The financial system, its links and their relationship
7. The financial system in a "broad" and "narrow" view.
8. Financial resources and cash funds
9. The content of financial policy, its goals, objectives, principles
10. The content and structure of the financial mechanism
11. Financial management in the Republic of Kazakhstan
12. Object, purpose, objectives and principles of financial planning
13. The main types of financial plans, their characteristics
14. Financial performance
15. Financial control
16. Financial control authorities in the Republic of Kazakhstan
17. Legal support of financial relations
18. The nature, functions of finance of economic entities
19. The main features of the finance of business entities

20. Signs of classification of economic entities
21. Features of finance of business entities of the main legal forms
22. Organization of finance of state enterprises
23. Organization of finance of National companies and holdings
24. Public-private partnership
25. Organization of financial activities on the basis of commercial economic calculation

The list of literature on the discipline "Finance in the field of art industry":

1. Kovalev, V.V. Corporate finance and accounting: concepts, algorithms, indicators: Textbook / V.V. Kovalev, V.V. Kovalev. - M.: Prospekt, 2017. - 880 p.
2. Kokoreva, M.S. Corporate financial solutions. Empirical analysis of Russian companies (corporate financial decisions in developing capital markets): Monograph / I.V. Ivashkovskaya, M.S. Kokoreva, A.N. Stepanova, S.A. Grigorieva. - M.: NIC INFRA-M, 2018. - 281 p.
3. Nikitina, N.V. Corporate finance: Textbook / N.V. Nikitina, V.V. Yanov. - M.: KnoRus, 2017. - 512 p.
4. Teplova, T.V. Corporate finance: Textbook for bachelors / T.V. Teplova. - M.: Yurayt, 2013. - 655 p.
5. Avdokushin, E.F. International financial relations (fundamentals of finance): Textbook for bachelors / E.F. Avdokushin. - M.: Dashkov and K, 2016. - 132 p.
6. Fedyakina, L.N. International finance: Textbook for universities / L.N. Fedyakin. - M.: Intl. rel., 2016. - 640 p.
7. Malinovskaya, O.V. State and municipal finance: Textbook / O.V. Malinovskaya, I.P. Skobeleva, A.V. Brovkina. - M.: KnoRus, 2017. - 480 p.
8. Myslyaeva, I.N. State and municipal finance: Textbook / I.N. Myslyaeva. - M.: NIC INFRA-M, 2017. - 393 p.
9. Myslyaeva, I.N. State and municipal finance: Textbook / I.N. Myslyaeva. - M.: NIC INFRA-M, 2016. - 393 p.
10. Belov, A.V. Finance and credit. Structure of a market economy: Course of lectures / A.V. Belov. - M.: Forum, 2018. - 224 p.
11. Gerasimenko, V.P. Finance and credit: Textbook / V.P. Gerasimenko, E.N. Rudskaya. - M.: NIC INFRA-M, Academcenter, 2016. - 384 p.
12. Golodova, Zh.G. Finance and credit: Textbook / Zh.G. Golodova. - M.: INFRA-M, 2017. - 448 p.

Questions on discipline "Fundraising":

1. The history of the emergence and development of fundraising
2. Goals, objectives and classification of fundraising
3. The definition of the essence of fundraising and its basic concepts
4. The content and prerequisites for the successful implementation of fundraising in the field of culture and art
5. Functions and subsystems of fundraising
6. Fundraising methods
7. Professional and ethical standards of fundraising

8. Fundraiser Code of Ethics
9. The main features that a fundraiser should have
10. US Fundraising Experience
11. The experience of fundraising in Ireland
12. Australia Fundraising Experience
13. UK Fundraising Experience
14. The experience of fundraising in Russia
15. Fundraising in Kazakhstan
16. International Code of Fundraisers
17. The specifics of fundraising in the music industry
18. Offer the project "City Day" in terms of fundraising
19. Fundamental Fundamental Principles
20. The budget of the project: its structure, main sections
21. The role of the fundraising project manager
22. The concept of fundraising
23. Fundraising Planning Process
24. Sources of financing
25. Internet resources to support fundraising activities
26. The cycle of fundraising
27. Intangible resources attracted through fundraising
28. Types of fund financing
29. Material resources attracted through fundraising.
30. Ways to raise funds
31. The expertise required by the fundraiser team
32. Ways to raise funds from individuals
33. Smart: goals and objectives
34. Ways to raise funds from the state
35. Ways to raise funds from commercial entities

References for the discipline "Fundraising":

1. Ashimbaev D.R. Who is who in Kazakhstan: Biographical Encyclopedia. - Ed. 7th, add. - Almaty: Credo, 2003.
2. Berezyuk R.V. Socio-cultural activity: searches, problems, prospects. M.: MGUKI, 2000. - 224s.
3. Novikova G.N. Technologies of art management: a Training manual. - M.: Publishing House MGUKI, 2006.
4. The basics of production. Audiovisual sphere: Textbook for universities / Ed. G.P. Ivanova, P.K. Ogurchikova, V.I. Sidorenko. - M.: UNITY - DANA, 2007.
5. Tsivuk R.A. Fundraising, St. Petersburg: Peter, 2007.
6. Kiseleva T.G., Krastilnikov Yu.D. Social and cultural activity: Textbook. - M.: MGUKI, 2004.
7. Krasilnikov Yu.D. Methodology of socio-cultural design: Lecture course. M.: MGUKI, 1992.
8. The basics of production. Audiovisual sphere: Textbook for universities / Ed. G.P. Ivanova, P.K. Ogurchikova, V.I. Sidorenko. - M.: UNITY - DANA, 2007.

Block 3

Questions on the discipline "Strategic Management":

1. Strategic management: essence and content.
2. Assessment of the attractiveness of the strategic economic zone.
3. Implementation of the state program on forced industrial and innovative development of the Republic of Kazakhstan for 2016-2017.
4. The evolution of management systems. Predictability of the future, level of instability.
5. Assessment of changes in the predicted growth of strategic business areas.
6. The external environment of the organization: macro- and microenvironment, industry and competitive analysis.
7. Management by ranking strategic objectives.
8. Balancing a set of strategic business areas with different life cycles: short and long term.
9. The internal environment of the organization: indicators, slices.
10. Management through the selection of strategic positions.
11. Assessment of the company's potential in determining competitive status.
12. A comprehensive analysis of the external and internal environment: structure.
13. Determining the direction of the company: developing a strategic vision and mission.
14. Assessment of the competitive status of the company.
15. The use of SWOT analysis and the search for a synergistic effect in the formation and selection of alternatives.
16. Business plan, marketing program and internal plan.
17. Assessing the positive value of flexibility in case of danger and assessing the degree of vulnerability of the company.
18. The difference between financial goals and strategic ones.
19. Barriers that arise in the course of action of the forces of the Porter model.
20. "5P" strategy G. Mintsberra.

References for the discipline "Strategic Management":

1. Thompson A., Strickland J. Strategic Management: Transl. From English. - Williams, 2005.
2. Vikhansky O., Naumov A. Management. Textbook. - 4th ed., Revised. and add. - M.: Economist, 2008.
3. Mescon M. Fundamentals of management: Transl. From English. / Mescon M., Albert M., Hedouri F. - M.: Business, 1998.
4. Kim W. Chan, Moborn Renee. Blue Ocean Strategy. - M.: Man, Ivanov and Ferber, 2012.
5. John Magrette. Key ideas: Michael Porter. - M.: Man, Ivanov and Ferber, 2013.
6. Gaponenko A., Pankrukhin A. Strategic management. M.: Omega L., 2008.
7. Christensen K. Solution of the problem of innovation in business / Transl. From English. - M.: Alpina Business Books, 2004.

8. Maddax R. Successful team: how to create, motivate and develop it. Per from English. - M.: Alpina Business Books, 2008.
9. Birman L. General management. - M.: Business, 2008.
10. Chudnovskaya S. Management decisions: a textbook. - M.: Eksmo, 2007

Questions on the discipline "Project Management":

1. Leadership as a factor in personal growth and the driving force of social and entrepreneurial development.
2. Characteristics of the main theories of leadership. Types of leaders.
3. Situational theories of leadership. Their practical role in increasing the effectiveness of the organization.
4. Management style as a criterion for leadership. Classification of styles.
5. Team as an organizational form of collective management.
6. Formation of the project team. Developing a competency profile of participants.
7. Leadership and power in a team. Assessment of leadership potential.
8. The main competencies in the implementation of a leadership position.
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: Textbook / G. Tsipes, A. Tovb. M.: Olympus Business, 2009.
2. Romanova M. Project Management: A manual on the discipline of specialization in the specialty "Organization Management" M.: FORUM: INFRA-M, 2009.
3. Svetlov N., Svetlova G. Information technology project management. M.: TsOP FGOU VPO RGAU-MSHA them. K. Timiryazeva, 2006
4. Ventzel E. Operations Research: Tasks, Principles, Methodology. M.: Bustard, 2006.
5. Volkov I., Gracheva M. Project analysis. M.: UNITY, 1998.
6. Diethelm, G. Project Management: in 2 vols. - Per. with him. St. Petersburg: Business Press, 2003.
7. Klevtsova N. Effective management of economic projects using new information technologies. M.: MGLU, 2007.
8. Kolpachev V. Models and methods in project management. Voronezh: Voronezh. state architectural building. Univ., 2005.
9. Computer technology project management. TimeLine Program: Textbook allowance / A.Demchenko. - Chelyabinsk: SUSU, 2001.
10. Locke D. Fundamentals of project management: TRANS. from English - M.: HIPPO, 2004.
11. Marmel, E. Microsoft Office Project 2003: User Bible / Per. from English and ed. I. Tarabrova. - M.: Dialectics, 2004.
12. Pinto J. Project Management. St. Petersburg: Peter, 2004.

13. Risk management of an investment project: a textbook for university students enrolled in economic specialties / Ed. M. Gracheva, A. Sekerina. M.: UNITY-DANA, 2009.
14. Management of innovative projects: textbook. allowance / Ed. V. Eliseeva. M.: NII RINKTSE, 2005.
15. Project management: standards, methods, experience / Tovb A., Tsipes G. - M.: CJSC Olymp-Business, 2003.
16. Project Management: Explanatory English-Russian. words. / Shapiro V., Olderogge N., Yurkevich A.; Ed. V. Shapiro. M.: Higher. school., 2000.

CRITERIA FOR EVALUATION

The maximum mark for an exam in a specialty is 35 points. The minimum passing score is 7.

- 27-35 points (excellent)

Proper and correct use of specialized terminology in answers, unmistakable knowledge of the categorical apparatus, ability to identify the main problems, unmistakable knowledge of factual material, consistency, coherence of the answer, compliance with the norms of modern scientific language.

- 17-26 points (good)

Proper and correct use of specialized terminology in answers, unmistakable possession of the categorical apparatus, problematic presentation of questions formulated in tickets. Some errors in the presentation of factual material, consistency, coherence of the answer, compliance with the norms of the modern scientific language.

- 7-16 points (satisfactory)

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

- 0-6 points (unsatisfactory)

The absence of the necessary specialized terminology in the answers, a descriptive presentation of the questions formulated in the tickets, the inability to identify and state the problems, gross errors in the presentation of factual material.