

**KAZAKH NATIONAL CONSERVATORY
named after KURMANGAZY**

**FACULTY OF MUSICOLOGY, ART MANAGEMENT AND
SOCIAL AND HUMANITARIAN DISCIPLINES**

bachelor course

**CATALOG OF ELECTIVE SUBJECTS
for the 2025-2026 academic year**

Educational program: 6B02123 - "ArtManagement"

Almaty 2025

Compiled by:

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

Designed for teachers and students of KNK im. Kurmangazy.

Catalog of elective subjects

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O G L A V L E N I E

A summary table of the disciplines at the choice of the educational program 6B02123 - "Art management"	5
Description of elective disciplines for students of the 2nd course of the educational program 6B02123 - "Art management"	5
Design technology	8
Methods of design learning	9
Integrated marketing communication music industry	10
Marketing research in artindustry	12
media Planning	13
Media and communication in art	15
Event-Biznes	16
Creative technology	18
the Art market and media	19
Global artmarket	20
Management of mass musical culture	21
Management music art	23
Bases her skills	24
Management in the industry	26
Description of elective disciplines for students of 3 course educational program 6B02123 - "Art management"	28
Directing musical projects	28
Direction concert and musical staging projects	30
Management of project-estimate activity in the artindustry	32
Finance in the field of art-industry	33
Management of risk in the creative industry	34
Risk - management	35
Fundraising	36
Investment management	37
of the Content-management	38
Creative component production project	39
Concert-project management	41
Festival management	42
the fundamentals of the directing profession	44
of the Basics of drama	45
Audiowizualne production	47
Fundamentals of soundproduction	48
Directing a musical production of audiovisual projects	49
the Basics of directing , and stage skills	51
Directing the musicalpostanovochnyh stage projects (for Mpog Management audio-visual sphere)	53
fundamentals of directing skills in audio-visual field (for Mpog Management audio-visual sphere)	55
Scenography and principles of artistic light production (for Minog Concert and project Management)	57
Features of producing format TV projects (for MinorMinogue Audio-visual management)	59
Infrastructure of the creative industry of the art market (for Minogue Concert and project management)	61

Features of producing documentaries, feature films , and TV series (for MinorMinogue Audio-visual Management)	63
Саундпродюсирование и принципы звукового обеспечения (Міног үшін Концерттік-жобалық менеджмент)	65
Principles of technology art installation (for Mpog Management audio - visual sphere)	66
Description of elective disciplines for students of the 4th course of the educational program 6B02123 - "Art management"	69
Creative management	69
Creative industry and management in the sphere of culture	70
the Organization and promotion of the performing repertoire	72
Marketing management	73
Brand management in artindustries	75
Promotion of projects in the field of performing arts	76
Taym - Menedzhment	77
Advertising of goods and services	79
the basics of copyright law	80
Basis of the intellectual ownership of	81
HR - management	83
Teambuilding	84
Strategic management	85
Leadership	86
Fundamentals of scenography	87
Art decorations	89
Management of construction activities in producing musicalpostanovochnyh projects (for Mpog Concert-project management)	90
Management of the design-budget activities in producing audio - visual sector (for Mpog Audio-visual management)	91

**Summary table дисциплин of elective subjects выбору
educational program 6B02123 - "ArtManagement"**

Course	Semester	Number credits in the	Code of discipline	Name of the disciplines of	the module Name
1	2	3	4	5	6
2	3	5	PT 2203 MPO 2203	Design technology Methods design of study	Economics and Finance
2	3	4	IMKMI 2303	Integrated marketing communication music industry	Marketing and communications in the music industry
			MIAI 2303	Marketing research in the art industry	
2	4	4	MPI 2305	media Planning	
			MKI 2205	Media and communication in the arts	
2	3	4	EvB 2222	Event-Biznes	
			KT 2222	Creative technology	
2	4	5	ARiSMI 2306	Art market and media	
			GAR 2306	Global artmarket	
2	3	5	MMMK 3310	Management of mass musical culture	Management in the music industry
			MMI 3310	Management music art	
2	4	5	OPrM 3223	Basics production skills	
			Mr 3223	Management in the film industry	
3	5	5	3202 FSAI	Directing musical projects	
			RKMPP 4312	Direction concert and musical staging projects	
3	5	5	3202 UPSDAI	Management of construction activity in the art industry	Economics and Finance
			RMP 4312	Finance in the field of art-industry	
3	5	4	BP 3208	Management of risk in the creative industry	Management. Managem ent Theory and Practice
			RM 3208	Risk - management	
3	6	5	Fun 3205	Fundraising	Economics and Finance
			IM 3205	Investment Management	
3	6	5	KM 4302	Contentmanagement	Managerial
			KSPP 4302	Creative component of project production	

3	5	5	RAI 4307	Concert and project management	
			FM 4307	Festival Management	Management in the Music Industry
3	5	3	ORP 4308	Fundamentals of Directing profession	
			OD 4308	Fundamentals of Drama	
3	6	5	AVP 4311	Audiovisual Production	
			OC 4311	Fundamentals of Sound Production	
3	6	5	RMPAVP 4313	Directing of musical and staged audiovisual projects	
			ORMS 4313	Fundamentals of directing and Performing arts	
3	5	3	RMPSP 3313	Directing of musical and staged stage projects (for Minogue Менеджмент Minogue Audio-visual Management)	Special disciplines of additional OP-Minog Concert and project management/Management of the audio-visual sphere
			ORMAVS 3313	Fundamentals of directing skills in the audio-visual sphere (for Minog Management of the audio-visual sphere)	
3	5	4	SPPHS 3314	Scenography and principles of artistic light production (for Minog Concert and Project Management)	
			OPFTVP 3314	Features of producing format TV projects (for Minogue Audio-visual management)	
3	6	4	IKIAR 3315	Infrastructure of the creative industry of the art market (for Minogue Concert and project management)	
			OPDIKT 3315	Features of producing documentaries, feature films and TV series (for Minogue Management of audio-visual sphere)	
3	6	3	SPZO 3316	Sound production and principles of sound support (Minogue usin Konzerttik-zhobalyk management)	
			PTIM 3316	Principles of Art Editing Technology (for MinorMinogue Audio-visual Management)	

4	7	5	KM 3217	Creative management	Management
			KIEV 3217	Creative industries and management in the field of cultures	
4	7	5	OPIR 3218	Organization and promotion of the performing repertoire	
			MM 3218	Marketing management	
4	7	5	BMAI 3220	Brand Management in the Art industry	
			PPII 3220	Promotion проектов в of performing arts projects	
4	7	5	TM 2220	Time -management	
			RTU 2220	Advertising of goods and services	
4	7	5	OAP 4210	Fundamentals Copyright Basicsof Copyright	Management. Management Theory and Practice
			OIS 4210	Fundamentals of Intellectual Property	
4	8	5	HRM 3301	HR - Management	
			Kom 3301	Team	
Building 4	7	5	SM 4209	Strategic Management	
			Lid 4209	Leadership	
4	8	5	OC 4309	Fundamentals of Scenography	Management in the Music industry
			ID 4309	The art Decoration Art	
4	7	4	MPSDPMPP 4317	Management of design and estimate activities in the production musicproduction projects (for Minog Concert and Project Management)	Special disciplines of additional OP-Minog Concert and project management/Management of менеджмент the audio-visual sphere
			MPSDPAS 4317	Management of design and estimate activities in the production of the audio-visual sphere (for MinorMinog Audio-visual sphere Management)	

Note:* Дисциплины Elective выбора subjects required for study (Mandatory university component (UWC)), approved by the decision of the US of the KNK im. Kurmangazy.

DESCRIPTION OF ELECTIVE SUBJECTS

2ND YEAR

Project technologies

Name of the discipline and code	Design technologies (PT 2203)
Teacher	Ospanova A.M., Kinasheva Zh. B.
Cycle of discipline	Basic discipline (DB)
Наименование Module name	Economics and Finance
Language of instruction	Russian, Kazakh
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Economics of Culture, management, marketing
Post -requirements of the discipline	Entrepreneurship, project management, concert and project management
Content of the discipline	"Project technologies" - a discipline in which students learn to define and apply their skills. achieve clear creative project goals while balancing work volume, resources and time, quality and risk. The goal of this course is to have a clear pre-defined plan, minimize risks and deviations from the plan, and effectively manage changes as a key to success in project management.
Results Learning outcomes	<p>of competence training:</p> <p>know:</p> <ul style="list-style-type: none"> - how to efficiently plan a creative project schedule and manage more projects in less time; - how to improve the efficiency of the project team so that the budget, timing , and quality of the project are fully controlled. <p>be able to:</p> <ul style="list-style-type: none"> - attract a large number of orders from your clients; - form and develop отношения со trusting and long-term relationships with sponsors; - work on the principle of "exceeding expectations" and get recognition from management. <p>possess the following skills:</p> <ul style="list-style-type: none"> - These tools allow you to effectively plan and control the content, timing , and cost of the project; - manage changes; - select tools for оценки risk assessment and quality management; - and interact with заинтересованными stakeholders, including project team members.
Form of conducting Class	Group policy
format Group Form final Control	Exam

Basic literature	<p>1. Art-proekt: Fond podderzhki sovremennogo iskusstva [Art project: Fund for Support of Modern Art]. URL: http://www.fondartproject.ru/about-usabout-us2.</p> <p>Mikheev V. N. Zhivoy menedzhment proektov [Live project management]. Moscow: Eksmo Publ., 2017, 480 p.</p> <p>3. Best Art projects of the year [Electronic resource]. URL: https://www.adme.ru/tvorchestvo-dizajn://www.adme.ru/tvorchestvo-dizajn/luchshie-art-proekty-goda-735810/</p> <p>4. Project management. Project Management Requirements к управлению проектом= Project management. Requirements for project management</p>
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Методика Project -based training methodology

Название Discipline name and code	Методика Project -based learning methodology (МПО 2203)
Teacher	Доктор PhD, senior lecturer Ospanova A.M.
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Economics and Finance
Language of instruction	Russian
Number of credits	5
Semester	3
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Management, Marketing, экономика Cultural Economics
Post -requirements of the discipline	Media Planning, Art market and mass media, Advertising and PR in the art industry
Content of the discipline	<p>The purpose of the discipline is to provide students with theoretical knowledge about features of project activity with subsequent application in the professional sphere and practical skills (formation) in the field of project activity. As well as the development of students' personal qualities, as well as the formation of general professional competencies that contribute to the independent formation of a system of intellectual, general labor and special knowledge and skills embodied in the final competitive product.</p>
Результаты Learning outcomes	<p>competencies:</p> <ul style="list-style-type: none"> - educational, cognitive and communicative <p>know:</p> <ul style="list-style-type: none"> - how to develop and implement методику a project-based learning methodology, taking into account the characteristics of different levels of education; - how to effectively integrate project activities into the educational process and ensure theoretical and practical training of students; - how to evaluate and adjust educational projects taking into account the educational goals and needs of students.

	be able to: <ul style="list-style-type: none"> - organize and conduct занятия по project -based learning classes that promote
	<p>students ' critical thinking and independence;</p> <ul style="list-style-type: none"> - integrate projects into various educational disciplines and direct students to work with real-world tasks; - motivate students to successfully complete projects by supporting them in the implementation process. <p>own skills:</p> <ul style="list-style-type: none"> - development and implementation of educational projects focused on developing real-world problem-solving skills; - evaluating and monitoring the progress of educational projects, identifying problems and finding ways to solve them; - choosing methods and approaches to improve the effectiveness of the educational process through project activities; <p>interacting with colleagues and students to ensure the success of project tasks.</p>
Form of conducting the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Belyaeva N. V. Project training at school: theory and practice. Moscow: Prosveshchenie Publ., 2016, 320 p.</p> <p>2. Kuznetsova A. I. Methodology of project-based learning in educational institutions. St. Petersburg: Rech Publ., 2018, 270 p. (in Russian)</p> <p>Rumyantseva E. V. Teoriya i praktika proektnogo obucheniya [Theory and practice of project training]. St. Petersburg: Издательство Lan Publishing House, 2020. 280 p.</p>

Integrated marketing communications for the music industry

Название Discipline Name and code	Integrated Marketing Communications of the Music Industry (IMKMI 2303)
Teacher	Жусупова Zhusupova A.M., Candidate of Economic Sciences, Associate Professor Ospanova A.M. PhD, A.M. PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	3
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Marketing, management, project technologies

Post -requirements of the discipline	Advertising and PR in the art industry, Brand management in the art industry, Content management, Concert- project management
Content of the discipline	The purpose of the discipline is to develop y students ' understanding of the role and significance of the project.
	integrated marketing communications in the activities and development of the art industry, the development of practical skills related to the process of organizing and managing the communication activities of an organization of culture and art.

Results Learning outcomes	<p>of Competence training:</p> <ul style="list-style-type: none"> - ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills <p>knowledge:</p> <ul style="list-style-type: none"> - key methods and technologies for developing and managing integrated marketing communications in the music industry; - innovative approaches to managing communication activities; - modern technologies for the process of communication synergy for various consumer groups and markets. <p>skills:</p> <ul style="list-style-type: none"> - competently conduct independent research in accordance with the characteristics of the target audience and the developed program of integrated marketing communications; - use integrated marketing communications in managing marketing processes in the B2B and B2C markets; - calculate the economic efficiency of design and technological solutions for the development of integrated marketing communications in business; - design competitive integrated marketing communications in business. <p>skills:</p> <ul style="list-style-type: none"> - determining the needs of cultural enterprises in the study of market conditions in the art industry of goods and services, determining the level of their competitiveness; - conducting an integrated communication policy of companies; - methods for conducting marketing research of integrated marketing communications in business на based on the use баз of databases; - possession of tools for identifying existing and potential opportunities of the organization to meet demand.
Form of conducting Class	Group policy
format Group Form final Control	Exam

Basic literature	<p>1. Law of the Republic of Kazakhstan dated December 19, 2003 No. 508-II "On Advertising"</p> <p>2. Golubkova, E. N. Integrated marketing Communications: textbook and practical course for academic baccalaureate: for students of higher educational institutions studying in economic areas. - 3rd ed., reprint.. Moscow: Yurayt Publ., 2019.</p> <p>3. Klyunya, V. L. Branding: a textbook for students of higher education institutions in the specialty "Marketing" - Ministry of Education of the Republic of Belarus. Belarus, Belorusus, State University, BSU Institute of Business. - Minsk: BSU Institute of Business, 2019. - 118.</p> <p>4. Nikitina, T. E. Marketing at enterprises and corporations. Teoriya i praktika: monografiya [Theory and Practice: a monograph]. Moscow: INFRA-M, 2018, 164 p –</p>
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Marketing research of the art industry

Название Discipline name and code	Marketing research of the art industry (MIAI 2303)
Teacher	Жусупова Zhusupova A.M., Ph. D. in Economics, Associate Professor Malaeva R. A. Ph. D. in Economics, Associate Professor
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	3
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Marketing, Management, Экономика Cultural Economics
Post -Requirements of the discipline	Advertising and PR in the art industry, Fundamentals of production skills, Time management
Content of the discipline	The purpose of mastering the discipline "Marketing research in the art industry " is the training of specialists who are able на базовом уровне to assess and analyze the market situation of a given segment at a basic level, conduct marketing research using advanced технологий artificial intelligence technologies in the art industry that correspond to the marketing strategy of the organization and the art market.

Results Learning outcomes	of Competence training: - ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills ∴ theoretical aspects of marketing strategies research methods (MIS); methodology for conducting MIS; analysis
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	consumer behavior in the market; analysis of the attractiveness of the market; analysis and assessment of the competitiveness of the company To be able to: systematize and process empirical information, identify the marketing problem in the art industry and the purpose of the study; conduct marketing analysis of the collected data; дать evaluate the results of the study and apply them to justify a management decision; conduct a marketing audit of the company's activities. Skills: modern information technologies for collecting and processing information; marketing analysis skills for making managerial decisions; marketing research planning skills.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	1. Dyusembekova, Zh. M. Marketing research: textbook / Zh. M. Dyusembekova - Almaty: Economics, 2013. - 472 p. 2. Котлер, Ф. Маркетинг негіздері [Мәтін] / Филип Котлер, Гари Армстронг.- 17-басылым. - Astana: "Ulttyk audarma burosy" kogamdyk kory, 2019. - 736 b. 3. Tulchinsky, G. L. Marketing in the sphere of culture: a textbook = Marketing in the culture sphere: / G. L. Tulchinsky, E. L. Shekova. - 5th ed. - St. Petersburg: Lan Publishing House, 2021. - 496 p. 4. Problems of using objects of copyright and related rights in the art sphere: Collection of materials of the "round table". ed. by Z. Sh . Shakerimova, D., V. Bratus. - Almaty:Iex Law Firm Analitik",2017.-204c.

Media planning

Название Discipline name and cipher	Media Planning (MPI 2305)
Teacher	Жусупова Zhusupova A.M., Candidate of Economic Sciences, Associate Professor Ospanova A.M. PhD, A.M.

	PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	4
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Management, Marketing, Marketing research, Project technologies

Post -requirements for the discipline	-requirements: Advertising and PR in the art industry, Brand management in the art industry, Content management, Concert and Project management.
The content of the discipline	is the study технологий of media planning technology, the formation of a set of knowledge and skills necessary for the development of media plans. Study of modern ideas about the content of the process of choosing mass communication media and, в ultimately, the implementation of planning and organization of communications in professional activities; study of forms and methods, technologies of media planning, development of necessary documents, plans; use of the acquired knowledge to assess the effectiveness of advertising campaigns, identify reserves for improving the effectiveness of advertising activities in general and media planning, in particular in particular.

Results Learning outcomes	<p>of Competence training:</p> <p>Able to create and direct targeted, social, musical, stage, concert, audio-visual and other types of art projects with design estimates and PR support</p> <p>∴</p> <ul style="list-style-type: none"> - basic concepts, terms and categories of media planning, -basic technologies of media planning content of the communication process and its components, - basic concepts, terms and categories of media planning <p>skills:</p> <ul style="list-style-type: none"> - use the acquired knowledge to build an effective advertising communication process, - evaluate the selection носителей of advertising media, create a media plan and evaluate its effectiveness <p>skills:</p> <ul style="list-style-type: none"> - using digital platforms (Google Ads, Facebook Ads, etc.) to plan and implement campaigns, interact with media agencies and purchase advertising spaces, - and create a detailed media plan based on media characteristics (coverage, frequency, cost).
Form of conducting the class	Group
Form of final control	Exam
Basic literature	<p>1. Nazaykin A. N. Modern media planning. 4th ed. - Moscow, Издательство SOLON-Press Publishing House, 2016 -448s.</p> <p>2. Buzin V. N., Buzina T. S. Media planning. Theory and practice. Training manual. Publisher: UNITY-DANA, 2017 – 495с.</p>
	<p>3. Ponomareva E. A., Efimova N. V., Nozdrenko E. A. Osnovy mediaanaliza i mediaanaliza i mediaplanning [Fundamentals of media analysis and media planning]. Textbook. MGIMO-University, 2020-282s.</p> <p>4. Sharkov F. I., Buzin V. N. Integrated Communications: Mass Communications and Media Planning: Textbook, Moscow: Dashkov & Co., 2017, 488 p.</p>

Media and communication in the arts

Название Discipline name and Cipher	of Media and Communication in the Arts (MKI 2205)
Teacher	Keshubaeva D. E., senior lecturer, Mambekov E. B., Professor, Candidate of Pedagogical Sciences
Cycle of the discipline	PD (KV)
The name of the module	of Marketing and communications in the music industry,
Language teaching,	Russian, Kazakh

, the Number of credits	4
Semester	4
Discipline recommended for study in the OP	6B02123 – the-Artmanagement
Prerequisite discipline	of Design technology, Management, Marketing
Postrequisites discipline	Advertising and PR in the art industry, The art market and the media, the basics of producing skills
Content discipline	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, structure of the media plan, key performance indicators, used in media planning
Results of the learning	<p>Process of the discipline "new Media art" is aimed at the formation of the following competences: - Ability to perform under the supervision of professional functions in the field of advertising and public relations in various structures; - the Ability to plan and to organize under the control of the communication campaigns and events; - the Ability to organize and conduct sociological research; - the Ability to implement the knowledge in the field of advertising as a sphere of professional activity; to know: - the basic concepts, terminology and categories of media planning; - basic media planning technologies; - rating prediction models. be able to: 40-create a media plan and evaluate its effectiveness; - evaluate the selection of advertising media; - conduct situational analysis (product, audience, market). possess the following skills: - skills of working with audience measurement data and other information sources of media planning; - ideas about the essence of the project. and</p>

	<p>structure of the main документов media planning documents.</p> <p>- methods and principles of drawing up media plans based on specific parameters</p>
Form of conducting classes	Group
Form of final control	Exam
Basic literature	1.Buzin V. N., Buzina T. S. Media planning for practitioners, Moscow: Vershina Publ., 2016. 2. Sissors J., Baron R. Advertising media planning. St. Petersburg: Piter Publ., 2020.

Event -business

Название Discipline name and cipher	Event - business (EvB 2222)
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Teacher	Жусупова Zhusupova A.M., Candidate of Economic Sciences, Associate Professor Mambekov E. B., Candidate of Pedagogical Sciences, Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	3
Discipline recommended for study in OP	6B02123 - Art Management
Prerequisites of the discipline	Management, Marketing, History of concert management, Fundamentals of theory and history of art
Post -requirements of the discipline	Advertising and PR in the art industry, Brand management in the art industry industries, Content management, Concert and project management.
Content of the discipline	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.
Results Learning outcomes	<p>of Competence training:</p> <ul style="list-style-type: none"> - the ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills. - able to create and direct targeted, social, musical, stage, concert, audio-visual and other types of art projects with design estimates and PR support <p>∴</p>

	<ul style="list-style-type: none"> -main types and formats of events, including cultural, corporate, music, sports and others -modern marketing and PR tools for promoting events -methods of risk management and ensuring security at events - trends and innovations in the event industry, including the use of digital technologies and sustainable practices <p>skills:</p> <ul style="list-style-type: none"> - develop concepts and scenarios for various types of events (cultural, corporate, sports, etc.), focusing on the goals and needs of the target audience - draw up a detailed plan for organizing the event, including time frames, task allocation and monitoring of implementation - organize team work and coordinate the implementation of all stages of the event - analyze the effectiveness of the event using key indicators (KPIs), evaluate feedback and prepare reports <p>skills:</p> <ul style="list-style-type: none"> - event planning: ability to develop step-by-step event plans that take into account the time frame, resources, and goals - of project management: ability to effectively distribute tasks and responsibilities among the team, monitor the implementation, and coordinate all stages of the event. - financial management: the ability to budget events, manage expenses , and find optimal solutions to minimize costs. - communication and negotiation: ability to negotiate with clients, partners, sponsors and contractors, ensuring successful cooperation. - event promotion: use marketing and PR tools (to including digital methods) to create effective promotion strategies.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Zemskova V. 100 tips from the producer. Organization of training sessions. Publishing solutions, 2019-53c.</p> <p>2. Rumyantsev D., Frankel N. "EventEvent-marketing. All about organizing and promoting events." - Peter, 2017-424s.</p> <p>3. Priya Parker Macrep is an event master. / Translated by Tretyak L.</p>

	Potpourri, 2019 – 240с.
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	<p>4. Frankel N. Partnership and sponsorship in the event industry. A long game. Business Bestseller series-St. Petersburg, 2021-231с.</p> <p>5. Bagdasyan S., Selivanova M. What does the event organizer think? Publishing Solutions, 2019-141с.</p> <p>6. Romantsov, A. E. Event-marketing. The essence and features of the organization: practice manual/A. N. Romantsov. 2nd edition, – Moscow: Dashkov & Co., 2015 -116, 116 p.</p>
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Creative technologies

Название Discipline name and code	Creative Technologies (KT 2222)
Teacher	Жусупова Zhusupova A.M., Candidate of Economic Sciences, Associate Professor Ospanova A.M. PhD, A.M. PhD, senior lecturer
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	3
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Economics of Culture, Management, Marketing
Post -requirements of the discipline	Art market and mass media, Management of mass music culture
Content of the discipline	To develop skills in creative technologies, as well as skills of applying innovative approaches to create materials for mass media in certain genres and formats using various iconic systems for placement in the media and on multimedia platforms.

Results Learning outcomes	<p>of Competence training:</p> <ul style="list-style-type: none"> - He is able to organize, produce, and manage creative and creative projects in the art industry, demonstrating an understanding of the specifics of various management areas, the features of an artistic product , and the means of creating it in various art forms. <p>knowledge:</p> <ul style="list-style-type: none"> - modern technologies that allow you to find solutions to problematic problems that provoke ingenuity, flexibility and criticality of the mind, intuition, originality and self-confidence; <p>skills:</p> <ul style="list-style-type: none"> - search for new ways to develop creative competence; - navigate the huge flow of information, with its richness and scientific content; - determine your place in the world of creativity. the society.
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	<p>skills:</p> <ul style="list-style-type: none"> - propensity to ask questions, spontaneous curiosity; - ability продолжительное время to deal with the same problem for a long time.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Tkachenko N. V. " Creative advertising. Design technologies", 2019, 335 p</p> <p>2. . Gogats A. "Business+creative. Overcome invisible barriers." Minsk, 2017, 344 pages.</p> <p>3. Cook P. "Creative brings money", Minsk, 2017, 384 p.</p>

Art market and mass media

Название Discipline name and code	Art market and Mass Media (ARiSMI 2306)
Teacher	Kaliev S. S. Candidate of Law, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History and theory of art, History of Aesthetic Thought, Sociology of Music
Post -requirements of the discipline	Mass music culture, Modern cultural policy, Психология Management psychology

Content of the discipline	Study of basic laws, features and factors of the formation of the art market of the Republic of Kazakhstan in connection with the development of the modern press. Introduction to theoretical approaches in the study of the main professional and technological concepts of public relations in relation to the art business.
Results Learning outcomes	<p>of Competence training:</p> <p>He is able to create and direct targeted, social, musical, stage, concert, audio-visual and other types of art projects with design estimates and PR support.</p> <p>know:</p> <ul style="list-style-type: none"> - the essence, features, functions and principles of the art market, its main stages of development and formation through the prism of the history of media development; - the main components of the art market: the basis of formation and development in the formation of new types of artistic entrepreneurship; - methods of research of the art market in the context of the economic nature of the media as a unique industry of the integrated market. <p>be able to:</p>

	<ul style="list-style-type: none"> - use the system of knowledge about the principles of modern media formation as the driving forces of the art market formation; - apply methodological and technological media tools to form a business model in the context of the modern art market. <p>own:</p> <ul style="list-style-type: none"> - methods of forming an artistic product in the conditions of the multifunctional nature of the modern art market; - criteria for evaluating the art market product as a spiritual and aesthetic value and market and economic value; - skills of conducting marketing research in the context of the art market and developing a specific advertising campaign. <p>demonstrate the ability and willingness to:</p> <ul style="list-style-type: none"> - master the culture of thinking, the ability to perceive, generalize and analyze information, set goals and choose ways to achieve it; - participate in the development of new media business areas that combine the interests of the media and the art market; - master the methods of making strategic, tactical and operational decisions in managing the production activities of organizations in the music industry; - analyze media-related issues. audience as a specific segment of consumers of cultural and aesthetic goods and form demand in the music industry.
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Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Fundamentals of media business: Textbook for university students / Ed. 075 E. L. Vartanova, Moscow: Aspect Press, 2009, 360 p.</p> <p>2. The art market as a socio -cultural phenomenon. Article by N. A. Fateeva. Yekaterinburg, 2008.</p> <p>3. Art criticism in the structure of the modern information market. Kshnyakina M.</p> <p>4. The role of electronic media in the formation of the art market of Kazakhstan. A series of author's lectures. S. Kaliev. Almaty. 2019 г. On the rights of manuscripts.</p>

Global ArtMarket

Название Discipline name and code	Global Art Market (GAR 2306)
Teacher	Kaliev S. S. Candidate of Law, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Marketing and Communications in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5

Semester	4
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Marketing, history of concert management, cultural economics
Post -requirements of the discipline	Advertising and PR in the art industry, Content management, Media Planning
Content of the discipline	<p>The purpose of mastering the discipline is to introduce students to the range of concepts and problems of the global art market, the formation of skills they allow you to navigate the situation in the modern art market, make managerial decisions in accordance with the current historical and socio-economic situation in the world and Kazakhstan artmarket.</p>

Results Learning outcomes	<p>of Competence training: - develops strategic goals, business plans, organizational structure of cultural and art institutions, makes management decisions in the field of the art market, creative industry, assessing the degree of payback and existing risks.</p> <p>knowledge: the global art market as a business phenomenon and business space</p> <p>:: apply к анализу communication theory to the analysis of the art market.</p> <p>skills: knowledge of the concepts of "cross-cultural" and "cross-cultural" management , taking into account various practices of their application.</p>
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>1. Lysakova A. A. Paradoxes of the modern art market as a global institution // Izv. Ural Federal District. ун-та. Сер. 1. Problemy Проблемы obrazovaniya, nauki i kul'tury [Problems of education, Science and culture]. - 2017. - Vol. 95, No. 4. - pp. 246-255; The same [Electronic resource].</p> <p>2. Matkovskaya Ya. S. Art market: specifics, new trends and перспективы development prospects / Ya. S. Matkovskaya, N. N. Koroleva // Marketing and Marketing Research, 2019, No. 4, pp. 304-315</p>

Management of mass music culture

Название Discipline name and code	Management of mass musical culture (MMMК 3310)
Teacher	Ospanova A.M. доктор PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Art-market and mass media
Post -requirements of the discipline	Cross-cultural management, Brand management in the art industry, fundamentals of production skills

Content of the discipline	The purpose of the discipline is to form students' knowledge and skills necessary for effective management of projects and processes in the field of mass musical culture, as well as various approaches to the study of forms and processes of mass Kazakh and foreign culture, with an analysis of the phenomenon of mass culture in general.
Results Learning outcomes	<p>of competence training:</p> <ul style="list-style-type: none"> - perform managerial functions in state cultural management bodies, organizations in the field of culture and art, creative unions and societies, educational institutions; apply management technologies in the field of musical art <p>; know:</p> <ul style="list-style-type: none"> - individual aesthetic, theoretical and historical concepts of musical art that have influenced the composer's work; - outstanding works of Kazakh and foreign composers that reflect the life, history and character of their people; - 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. <p>be able to:</p> <ul style="list-style-type: none"> - to link the theoretical knowledge gained during the study of the discipline with other general humanitarian courses; - to distinguish the main milestones in the history of musical art– - to analyze the work of domestic and foreign composers; - to apply the acquired knowledge in professional practice. <p>have the following skills:</p> <ul style="list-style-type: none"> - theoretical knowledge of the discipline; - history of the development of Western European and Russian musical culture; - knowledge and sources of information about the state and development of modern musical art.
Form of the event the lesson	group classes
Form of final control	Exam

Basic literature	<p>1. Pereverzev M. P. Management in the sphere of culture and art: Textbook / M. P. Pereverzev, T. V. Kostsov; Под Edited by M. P. Pereverzev. - Moscow: SIC INFRA-M, 2017. -192 p.</p> <p>2. Vorotnoy M. V. Management of musical art. - Publishing house: Lan, Planet of Music. -2018. -256 p.</p>
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Менеджмент Music Management искусства

Название Discipline name and code	Менеджмент Music Art Management (MMI 3310)
Teacher	Ospanova A.M. доктор PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Management, and AI-market and media
Post -Requirements of the discipline	Cross-cultural management, Brand management in the art industries, fundamentals of production skills
Content of the discipline	<p>Purpose of studying the discipline formation of students ' complete knowledge system of management in the field of musical art, disclosure of the most important provisions of management as a modern practice of successful management.</p>
Results Learning outcomes	<p>of competence training:</p> <ul style="list-style-type: none"> - perform managerial functions in state cultural management bodies, organizations in the field of culture and art, creative unions and societies, educational institutions; apply management technologies in the field of musical art <p>know:</p> <ul style="list-style-type: none"> - place of management in musical art in the system of modern management science and socio-cultural sphere; - regulatory and legal bases and be able to apply them in professional activities; - organizational and economic conditions; the most important trends in the development of the modern Kazakh and world art market <p>; be able to:</p> <ul style="list-style-type: none"> - to manage projects and programs in the field of management in the musical arts; - to carry out artistic and creative activities and present their results to the public; to carry out work related to: with an organizational and production structure

	concert organizations, various agencies, namely: to ensure the functioning of a creative musical group, socio-cultural and financial planning, design and marketing in concert organizations; to have the following skills : - organization of management in the field of musical art; - planning and financial support of concert activities.
Form of the lesson	Group
Form of final control	Exam
Basic literature	1. Pereverzev M. P. Management in the sphere of culture and art: Textbook / M. P. Pereverzev, T. V. Kostsov; Под Edited by M. P. Pereverzev. - Moscow: SIC INFRA-M, 2017. -192 p. 2. Vorotnoy M. V. Management of musical art. - Publishing house: Lan, Planet of Music. -2018. -256 p.

Basics of producing skills

Name of the discipline and code	of the Fundamentals of Production skills (OPrM 3223)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management of mass music culture, marketing basics
Post -requirements of the discipline	Directing concert and musical production projects, audiovisual production
Content of the discipline	Familiarizing students with the main provisions of the theory and practice of modern production activities in the field of production of art projects and programs, study of theoretical aspects of production, features of its development in Kazakhstan.
Results Learning outcomes	of Competence training: Applies financial and economic mechanisms for organizing and managing culture and art. knowledge: Be up to aware of the methods of monitoring audience interests Have an idea of the specifics of the producer's work with the script Is able to determine схемы funding schemes

	<p>Has an idea of determining the distribution method, the specifics of working with the management of the TV channel, determining the intended place in the program grid.</p> <p>Identifies which stages of production of a TV project should be coordinated with the customer</p> <p>∴</p> <p>Keep up to date with all stages of the producer's work with the customer</p> <p>Develops the script and plot-forming elements of the script</p> <p>Use Dream Cast and a description of the main elements of the artistic solution: full-scale sites, scenery, costumes, music</p> <p>Have an idea of the legal basis for the development of a TV project Determine the competence of the producer of television programs</p> <p>skills:</p> <p>Understand the relationship between the target audience and задач the producer's tasks.</p> <p>Calculate and determine бюджета campaign budgets using direct advertising methods.</p> <p>Have an idea of the strategy for selling прав на impression rights.</p> <p>Make sense поддержку of the campaign's support through creating informational occasions for the media.</p> <p>Keep up to date with related civil contracts – copyright, contract, assignment, paid nature of the provision of services.</p> <p>Have an idea of the time-based premium form of payment услуг for employee services as the main form of payment for services in TV production.</p> <p>Identify the basic principles размещения продакт of product placement: key scenes, upper and lower thresholds, differentiation of placement methods.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Kellison, K. Producing on television: a practical approach/Catherine Kellison; translated from English by B. S. Stankevich; scientific ed. by V. E. Maksimkov.- Minsk: Grevtsov Publisher, 2008.</p> <p>Kokarev I. E. Kino kak biznes i politika: Sovremennaya kinoindustriya SSHA i Rossii: Ucheb. posobie [Cinema as business and Politics: Modern Film Industry in the USA and Russia].2ed., reprint-M.: Aspect Press, 2009.</p>

Management in the film industry

Название Discipline name and code	Management in the film industry (МК 3223)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management of mass musical culture
Post -requirements of the discipline	Audiovisual production
Content of the discipline	Objectives of mastering the discipline learning the basics of management in application to the creation and management of creative projects and creative teams in film production, as well as as well as the peculiarities of self-organization and development of a personal promotion strategy in the scripted content production industryскриптед, the study of all the main components of the marketing complex in the film and television industry, taking into account the specifics of the current state of the domestic industry and foreign trends in the development of new content delivery platforms.
Results Learning outcomes	<p>of Competence training: Develops strategic goals, business plans, organizational structure of cultural and art institutions, makes management decisions in the field of the art market and the creative industry, assessing the degree of payback and existing risks.</p> <p>knowledge: in the field of film production, including directing, cinematography, editing and other aspects of film production.</p> <p>skills: how работают various aspects производства of film and TV production and distribution work, work as a team, and communicate effectively with other people</p> <p>skills: - skills of planning, organization, coordination and control</p>
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Vinyard, J. Staging filming of films and videos / J. Vinyard; translated from English. edited by prof . A. A. Belousov and T. Doctor of Technical Sciences A. I. Vinokur. - St. Petersburg : SPbGUKiT, 2001. - 139 p.</p> <p>Goryunova G. N. Organizacija proizvodstva kinofilmov</p>

	[Organization G. N. Горюнова. Goryunova M. , Moscow: of film production]. 2008.
	Evmenov, A. Д. A.D. Distribution in cinematography: textbook. handbook for universities / A.D. Evmenov [et al.]; St.PetersburgState University of Cinema and Tel . - St. Petersburg: SPbGUKiT, 2014. - 115 p.

DESCRIPTION OF ELECTIVE SUBJECTS 3RD YEAR

Directing music projects

Название Discipline name and code	Directing music projects (RMP 3202)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries The
Post -requirements for the discipline	Writing and defending a thesis project
Content of the discipline	<p>aim of the discipline is to train students in directing technologies in the field of musical projects such as concert as concert programs, theatrical performances, video clips, festivals, etc., including the creation or selection of musical material, writing a script, creating scenographic and plastic solutions , and other types of content with the integration of all the necessary technologies. elements in a musical performance.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project as a director. Other tasks include в developing skills creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - master the culture of thinking, the ability to generalize, analyze, set goals and choose ways to achieve it, use your creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflective thinking ; and practices;

	<ul style="list-style-type: none"> - create a syncretic creative team that combines technologies of audiovisual and concert-design spheres; - understand the technical documentation of the performance and working drawings of stage equipment, equipment, and scenery; - direct the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the search, analysis and evaluation of information for the preparation of a musical project; - in the analysis of existing forms of musical projects, in their development and development; - in the development of original author's directing solutions.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Ryaposov A. Yu. Director's methodology of Meyerhold. Dramaturgy of the Meyerhold play: thought, spectator, theatrical editing: a textbook / A. Y. Ryaposov. -2nd ed., ispr. — St. Petersburg: Lan: Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Russian directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) / / Saryn, vol. 12, No. 2, 2024, pp.75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute истории of Art History; отв. editor -in-chief A. Y. Ryaposov.. St. Petersburg: Asterion, 2022. P. 245-262</p>

Directing concert and music production projects

Название Discipline name and code	Directing concert and music production projects (RKMPP 4312)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries The
Post -requirements for the discipline	Writing and defending a thesis project
Content of the discipline	<p>aim of the discipline is to train students in directing technologies in the field of musical projects such as concert as concert programs, theatrical performances, video clips, festivals, etc., including the creation or selection of musical material, writing a script, creating scenographic and plastic solutions , and other types of content with the integration of all the necessary technologies. elements in a musical performance.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project as a director. Other tasks include developing creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - possess a culture of thinking, the ability to generalize, analyze, set goals and choose creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflexive thinking and practice; - create a syncretic creative team that combines the technologies of audiovisual and concert-design spheres;

	<ul style="list-style-type: none"> - understand the technical documentation of the performance and working drawings of stage equipment, equipment, and scenery; - direct the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the search, analysis and evaluation of information for the preparation of a musical project; - in the analysis of existing forms of musical projects, in their development and development; - in the development of original author's directing solutions.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Ryaposov A. Yu. Director's methodology of Meyerhold. Dramaturgy of the Meyerhold play: thought, spectator, theatrical editing: a textbook / A. Y. Ryaposov. -2nd ed., ispr. — St. Petersburg: Lan: Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Russian directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) / / Saryn, vol. 12, No. 2, 2024, pp.75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute истории of Art History; rel. editor: A. Y. Ryaposov. Saint Petersburg: AsterionPubl., 2022, pp. 245-262</p>

Managing design and estimate activities in the art industry

Title of the discipline and code	Управление Project and estimate management in the art industry (UPSD 3202)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Russian, Kazakh
Number of credits	3
Semester	7
Discipline recommended for studying in OP	Art management
Prerequisites of the discipline	Management, finance in the art industry, fundamentals of entrepreneurship
Post -requirements of the discipline	Diploma project
Content of the discipline	Introduction to the conceptual foundations of a systematic view of project management; mastering modern project management technologies; acquisition of practical skills project management in the field of culture, drawing up project estimates.
Results Learning outcomes	<p>of competence training: Ability to participate in setting the goals of a project (program), its tasks under the given criteria, target functions, restrictions, developing the structure of their interrelations, determining priorities for solving problems, taking into account the legal and moral aspects of professional activity</p> <p>, to know: modern technologies and управления project management tools;</p> <p>be able to: independent development of a business - plan, project charter, or project management plan.</p> <p>skills: formation of skills of working in a project team; formation of project team management skills.</p>
Form of conducting classes	Group
Form of final control	Exam, orally on tickets
Basic literature	<p>Management of innovative projects: a textbook / ed. by V. L. Popov. - Moscow: INFRA-M, 2007, 2011. - 336 p.</p> <p>Management of innovative projects: учебное a textbook / A. B. Petrochenkov et al . / под ed . by L. A. Mylnikov. - Perm: Publishing House PSTU, 2009. - 297 p.</p>

Finance in сфере арт-the art industry

Название Discipline name and code	Finance in the Art Industry (FSAI 4312)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Russian, Kazakh
Number of credits	5
Semester	4
Discipline recommended for study in OP	Art Management
Prerequisites of the discipline	Management, Fundamentals of Economics
Post -requirements of the discipline	Управление Risk management, business planning, Management of design and estimate activities of an art enterprise
Content Discipline content	The course "Finance in индустрии the art industry" is a basic academic discipline, that studies features of one of the most important components of economic science - the science of finance. The course presents the main aspects of finance: theoretical foundations, forms of organization, practical application. Considering finance from different perspectives allows students to learn the essence of this economic category, its role and significance in the reproduction processes and socio-economic development of the state.
Results Learning outcomes	<p>of competence training:</p> <p>Be able to: be able to carry out financial and economic activities in accordance with established estimates, programs and work plans, be a consumer of financial services, namely the insurance market, the securities market, accumulative pension funds, banks, enterprises, and navigate the financial and economic system of the country.</p> <p>Acquire practical skills to solve a complex of problems related to the financial side of enterprises and organizations, в том including culture and art.</p>
Form of conducting classes	Group
Form of final control	Exam, orally by tickets
Main literature	<p>Mayanlayeva G. I. Organization of insurance business in the Republic of Kazakhstan. - Almaty, LEM LLP , 2023</p> <p>Melnikov V. D. Gosudarstvennoe finansovoe regulirovanie ekonomiki Kazastana [State financial regulation of the economy of Kazastan]. Almaty, Karzhy-Karazhat, 2023</p> <p>Melnikov V. D. Regularities and contradictions of the content of the essence of finance in economic science. In the collection of scientific works of KazEU "Reforming the Kazakh economy: lessons, theory and practice". Issue4. Almaty, Economics, 2021</p>

	Mel'nikov V. D. Sovremennaya ekonomicheskaya paradigma gosudarstvennykh finansov [Modern economic paradigm of public finances]. Proceedings of the international conference " Kazakhstan on the way to a new model of development: trends, potential and императивы growth imperatives". Part 6, 8. - Almaty, Economy, 2021
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Управление Risk management in the creative industry

Название Discipline name and code	Управление Risk management in the Creative industry (BP 3208)
Teacher	Zhanibekova G. K., PHD, associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Economics and Finance
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	4
Discipline recommended for studying at OP	6B02123 -Artmanagement
Prerequisites of the discipline	Managing Project and estimate management in the art industry
Post -requirements of the discipline	Investment management, fundraising
Content of the discipline	Purpose of the discipline improvement of practical skills of students in the field of risk management of organizations in the field in the cultural sector and art, as well as the ability to analyze the activities of an organization in the cultural sector in terms of exposure to risks, identify risks and assess opportunities for their implementation.
Results Learning outcomes	<p>of Competence training: Has the following skills: Develops strategic goals, business plans, and organizational structure of cultural and art institutions</p> <ul style="list-style-type: none"> • How принимаются management decisions are made in the field of the art market and the creative industry; <p>Is able to: evaluating the payback rate and existing risks.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	Belyaeva I. Yu., Vasin S. M. " Corporate strategies and technologies in the conditions of ESG-business transformation. (Postgraduate, Master's Degree) " Monograph, 2025 2025, 330 pages, ISBN 9785406141717 Vorontsovsky A.V. "УправлениеRisk management", 2nd ed. Textbook and workshop for universities, 2019 2019, 486 pages, ISBN 978553412206

Risk management

Name of the discipline and code	of Risk management (RM 3208)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Department	"Art management"
Cycle of discipline	Basic disciplines (DB)
Наименование Module	name
Managerial language of teaching	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study at OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management
Post -requirements of the discipline	Fundraising, Market in the artindustry.
Content of the discipline	Formation of professional competence in future managers and art managers of cultural institutions by mastering and applying risk management methods in the field of activity.
Результаты Learning outcomes	To know: theoretical and methodological foundations of risk management, technology for evaluating the result of applying various strategies, methods for assessing the level of risk. Be able to: apply risk management methods to choose the best strategy, independently analyze various management alternatives. Possess: an idea of the role and purpose of risk management in the implementation of various management decisions in the field of art and culture in the art markets.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>1. Baldin K. V. Risk management [Electronic resource]: textbook for university students studying in the fields of economics and management (060000)/ Baldin K. V., Vorob'ev S. N.— Electron. text data. - M.: UNITY-DANA, 2017 — - 511 p. - Access mode: http://www.iprbookshop.ru/71229.html.http://www.iprbookshop.ru/71229.html EBS "IPRbooks"</p> <p>2. Fomichev A. N. Risk management [Electronic resource]: textbook for bachelors/ Fomichev A. N.- Electron. text data. - M.: Dashkov and K, 2019. - 372 p. - Access mode: http://www.iprbookshop.ru/60617. — EBS «IPRbooks»</p>

Fundraising

Название Discipline name and code	Fundraising (Fun 3205)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Financial and Economic
Language of teaching	Kazakh and Russian
Number of credits	5
Semester	7
Discipline recommended for studying at OP	6B02123 -Artmanagement
Prerequisites of the discipline	Finance in the art industry, Fundamentals of entrepreneurship
Post-prerequisites of the discipline	Fundamentals of production skills, writing a thesis
Content of the discipline	Formation of a future bachelor's market outlook, understanding the need to develop and individual social projects to attract additional financial resources.
Результаты Learning outcomes	<p>The process of studying the discipline is aimed at developing the following competencies: know:</p> <ul style="list-style-type: none"> – content of a business project and its elements; – concepts интеграции of project integration and elements to be able to: – develop and justify the project concept and structure; – apply technologies for implementing business project implementation technologies; – ensure effective management содержанием project content management; – manage интеграцией project integration. own: – modern methods of calculating and analyzing socio-economic indicators; – skills of independent work, self-organization and organization of tasks; – ability to apply the acquired knowledge and skills in practical activities.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Zubkova, Larisa Dmitrievna. Financial aspects of design solutions: учебное a textbook / L. D. Zubkova; - Electron.text messages. Tyumen: Publishing ТюмHouse of the Tyumen State University, 2018.</p> <p>2. Balashova A. L. Fundraising for youth organizations: a synopsis of lectures / A. L. Balashova. - Moscow: MGSU named after M. A. Sholokhov, 2018. - 103 p.</p> <p>Douglas Alexander J. Basic principles of fundraising / Alexander J. Douglas and Christina J. Karlson, D.: Balansa Biznes Buks, 2017, 240 p. (in Russian)</p>

Investment management

Name of the discipline and code	Investment Management (IM 3205)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Department	of Art Management
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Communication in Management
Language of instruction	Kazakh and Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Finance in the art industry, Fundamentals of entrepreneurship
Post -requirements of the discipline	Fundamentals of production skills, writing a thesis
Content of the discipline	Formation of students ' practical skills in investment analysis, development skills, evaluation, selection and decision-making in the field of investment management.
Результаты Training results	<p>-familiarization and acquisition of practical skills: using methods for developing investment projects and determining sources of their financing;</p> <p>- determining key criteria for evaluating investment efficiency; analyzing and assessing risks associated with the implementation of investment projects;</p> <p>- developing investment project implementation plans and monitoring methods ; managing an investment portfolio formed on the basis of debt and equity financial instruments. tools. In addition, this discipline provides students with 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.</p>
Form of conducting the lesson	Group
Form of final control	Exam
Basic literature	<p>1.LimitovskyM. A. Investment projects and real options in emerging markets: an educational and practical guide / M. A. Limitovsky. - 5th ed., reprint. and add.. Moscow:Yurayt Publ., 2018. 486 p.:</p> <p>2. Bodi Z., Kane A., Merkus A. Principles of Investment. Moscow: ИД Williams Publishing House, 2016.</p> <p>3.Investments: system analysis and management / ed . by K. V. Baldin. - 2nd ed. — Moscow: Dashkov & Co., 2017 — 288 , 288 p. (in Russian). - Bibliogr.: p. 278-286.</p>

Contentmanagement

Name of the discipline and code	ContentManagement (KM 4302)
Teacher	Доктор PhD, senior lecturer Ospanova A.M.
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management
Language of teaching	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Экономика Cultural economics, marketing, fundamentals of management, academic prsmo
Post -requirements of the discipline	HR management, Fundamentals of scenography
Content of the discipline	The purpose of teaching the discipline is to develop students ' knowledge and skills in the field of creation, management and promotion of digital content in various media platforms. The course develops an understanding of content marketing strategies, methods of planning and publishing materials, as well as the specifics of working with texts, visual and audiovisual content in a digital environment.
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> • Key concepts and principles of content management, its role in digital media and marketing strategies. • Typology of digital content and features of its perception in various media environments. • Algorithms for modern media platforms, including social networks, video hosting sites, blogs, and news resources. • Methods for analyzing the target audience and building content strategies. <p>Must be able to:</p> <ul style="list-style-type: none"> • Develop a content strategy c based on the target audience, platform, and marketing goals. • Create high-quality and relevant text, graphic, and audio-visual content. • Analyze the effectiveness of content, audience interaction, and user engagement. • Plan, organize, and manage content on various digital platforms. • Apply creative and non -standard approaches to content generation. <p>Must own:</p> <ul style="list-style-type: none"> • Skills in managing and moderating content on platforms (social networks, websites, blogs,etc.). video hosting services).

	<ul style="list-style-type: none"> • Methods for increasing audience engagement and working with interactive content. • The basics of working with image and video editors to create multimedia content.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Baev, A. "Content marketing: promotion strategies in the digital environment". - M.: Alpina Publisher, 2022.</p> <p>2. Holi, J. "Content marketing. New methods of attracting customers in epoch of the Internet age" – , Moscow: Mann, Ivanov and Ferber, 2019.</p> <p>3. Godin, S. "Marketing permissions. How to turn strangers into friends and friends into customers." St. Petersburg: Piter Publ., 2021.</p> <p>4. Sokolov, D. "Content management: how to create effective digital content", Moscow: Eksmo, 2023.</p> <p>5. Polonsky, D. "Content marketing: a practical guide to creating high-quality content", Moscow: AST, 2020.</p>

Creative component of project production

Название Discipline name and cipher	Creative component of project production (KSPF 4302)
Teacher	Доктор PhD, senior lecturer Ospanova A.M.
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management
Language of teaching	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Экономика Cultural Economics, Marketing, Fundamentals of management, academic prsmo
Post -requirements of the discipline	HR management, Fundamentals of scenography
Content of the discipline	The purpose of the discipline is to study methodological and practical aspects of the development and implementation of creative concepts in the process of project production. The course is aimed at mastering the principles of idea generation, artistic design, creative thinking and integration of creative solutions into various stages of creating and promoting art projects.
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <p>-Methods of generating ideas and concepts in various areas of art production.</p> <p>-Basic models of creative thinking and their</p>

	application in project activities.
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	<ul style="list-style-type: none"> -Creative theories and their adaptation to the development and implementation of art projects. - Stages of formation and implementation of creative concepts. -The impact of modern media and digital technologies on the process of creating art projects. -International and national practices of successful creative industries. <p>Must be able to:</p> <ul style="list-style-type: none"> – Develop original creative concepts for art projects of various sizes. – Organize and coordinate the creative process at all stages of project production. – Analyze and adapt successful global creative production practices. – Use modern digital and multimedia technologies in the development and promotion of creative projects. – Predict and evaluate the artistic and commercial effectiveness of an art product. <p>Must have:</p> <ul style="list-style-type: none"> -Creative design and art project management skills. -Methods of organizing interdisciplinary and multi-genre creative processes. - Tools for generating and analyzing artistic concepts. -Ways to adapt creative solutions to various media platforms and modern art formats. -Methods of synthesis of various types of art and technologies in the framework of project production.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<ol style="list-style-type: none"> 1. Keighley, K. " Creativity: how to see the world in a new way", Moscow: Mann, Ivanov and Ferber, 2021. 2. Rogers, E. "Design thinking and creative techniques". St. Petersburg: Piter Publ., 2022. 3. Kelly, T. " Creative confidence. How to unleash your potential", Moscow: Alpina Publisher, 2020. 4. Dorf, R. "The art of creative thinking" management". St. Petersburg: Piter Publ., 2021. 5. Baker, M. "Art production: management of creative projects", Moscow: Eksmo, 2022.

Concert and project management

Name of the discipline and code	Concert and project management (CPM 4307)
Teacher	Ospanova A.M. доктор PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Art market and mass media, Media Discipline
Post -requirements of the discipline	Content management, timemanagement
Content of the discipline	The purpose of the discipline is to form y students ' knowledge and skills necessary for for effective management of concert and project activities in the field of culture and art. The course covers key aspects of organizing, planning, promoting and implementing concert events and cultural projects, taking into account current trends and specifics of the music and stage industry.
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> – Basic principles and methods of managing concert projects. – Current trends in the concert and festival industry. – Stages of planning, organizing, and implementing concert events. – Ways of financing, budgeting and sponsorship in the field of concert management. – Legal and organizational aspects of concert activities. – Methods of promotion and marketing of concert and cultural projects. – The main technologies and technical means used during concert events. – Analysis of concert formats and their impact on the audience. <p>Must be able to:</p> <ul style="list-style-type: none"> – Develop and manage concert projects at various stages of their implementation. – Plan your budget and look for financial resources to implement cultural projects. – Perform strategic andoperational planning of concert events. – Apply инструменты marketing and PR tools to promote concert projects.

	<ul style="list-style-type: none"> – Interact with partners, sponsors, artists, and technicians. – Evaluate the effectiveness of the implemented measures and develop strategies for their improvement. – Use modern technologies and digital platforms to organize concert events. – Work with documentation, draw up contracts, estimates and reporting documentation for the project. <p>Must own:</p> <ul style="list-style-type: none"> – Skills in managing concert and cultural projects. – Tools for budgeting, financial planning, and attracting investment. – Methods of effective communication and negotiations with key project participants. – Modern technologies for organizing concert events. – Methods of evaluating and analyzing the success of concert programs and events.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<ol style="list-style-type: none"> 1. Lavrov, A. "Concert management: organization and holding of events", Moscow: Alpina Publisher, 2022. 2. Paramonova, N. "Music producer: from idea to implementation". St. Petersburg: Piter Publ., 2021. 3. Solov'ev, V. "Concert business: production, management and marketing", Moscow: Eksmo, 2020. 4. Glushkov, A. "Management of musical events". St. Petersburg: Piter Publ., 2023. 5. Gates, R. "How to organize a concert: a step-by-step guide", Moscow: Mann, Ivanov and Ferber, 2021.

Festival management

Название Discipline name and code	Festival Management (FM 4307)
Teacher	Ospanova A.M. доктор PhD, senior lecturer
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Art market and mass media, Media Discipline
Post -requirements of the discipline	Content management, timemanagement
Content of the discipline	The purpose of the discipline is to form y students ' knowledge and skills necessary for for effective management of festival projects in the field of

	<p>culture and arts. The course covers key aspects of organizing, planning, promoting and implementing festivals of various scales, taking into account current trends in the festival industry in Kazakhstan and abroad.</p>
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> – The history and evolution of the festival movement in Kazakhstan and the world. – Classification of festivals by types, directions, and formats. – Main stages of planning and implementation of the festival project. – Principles of managing financial resources and attracting sponsors for festivals. – Methods for analyzing the festival's target audience and developing marketing strategies. – Current trends in festival management and the impact of digital technologies on industry development. – The impact of festivals on the cultural and economic development of the region. <p>Must be able to:</p> <ul style="list-style-type: none"> – Develop the concept of a festival event c , taking into account its goals, audience and format. – Organize and manage the processes of preparation and holding of the festival. – Interact with partners, artists, technicians, and government agencies. – Develop strategies for promoting the festival through traditional and digital marketing tools. – Create budgets, find sources of funding, and allocate resources efficiently. – Analyze successful cases and adapt them to the local festival market. – Evaluate the effectiveness of the festival and develop suggestions for its improvement. <p>Must own:</p> <ul style="list-style-type: none"> – Technologies for planning and coordinating event management. – Skills in working with documentation: contracts, budgets, reports, and official requests. – Methods for assessing the social and cultural impact of the festival on society.
Form of conducting Class	Group policy
format Group Form final Control	Exam

Basic literature	<ol style="list-style-type: none"> 1. Goetz, D. "Festivals, events and tourism", Moscow: Alpina Publisher, 2021. 2. Bowen, J. "Fundamentals of Festival and Event management". St. Petersburg: Piter Publ., 2022. 3. Goldblatt, J. "Event management: organization of events from idea to implementation ", Moscow: Eksmo, 2020. 4. Allen, J. " Organizing special events." - New York: Wiley, 2019. 5. Hall, M. "Festival and event tourism". - London: Routledge, 2021. -2018. -256 p.
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Basics of directing profession

Name of the discipline and code	of the Basics of directing profession (ORP 4308)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management in the film
industry Post -requirements of the discipline	Directing musical and staged audiovisual projects
Content of the discipline	Familiarize students with scientific concepts, current problems of the theory and history of theatrical performances and holidays, prepare for independent development and use of the acquired knowledge in research and production activities.
Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills. He is able to create and direct targeted, social, musical, stage, concert, audio-visual and other types of art projects with design estimates and PR support.</p> <p>knowledge: - the main stages of the history of the drama theater, modern and classical drama. - general basics of the theory of acting skills; - methods of training and independent work on the role; - basics of directing works.</p> <p>skills:</p>

	<ul style="list-style-type: none"> - to be guided in the aesthetic concepts of the theater; to understand the laws of theater development - to be guided in bibliographic sources on the problems of theatrical art; -analyze and evaluate dramatic works; - practically apply the acquired knowledge in solving specific problems of creating an artistic image in the drama theater. skills: - skills of working with bibliographic sources on the history of art of the drama theater; - the conceptual and terminological apparatus; -theory of acting skills; - methods of training and independent work on the role; - know the specifics of the actor's work in the drama theater.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>K. S. Stanislavsky. "Collected works" in 8 volumes. Moscow, 1954. 2. K. S. Stanislavsky. "An actor's work on himself", Moscow, 1938 by V. I. Nemirovich-Danchenko. "From the Past", Moscow, 1938 by V. I. Nemirovich-Danchenko. "Speeches, conversations", in 2 volumes., Moscow, 1952.</p> <p>N. M. Gorchakov.. "Director's lessons of Stanislavsky" of Stanislavsky", Moscow, Moscow, 1952.</p> <p>N. M. Gorchakov.. "Stanislavsky on the work of a director with an actor", Moscow, 1952.</p>

Fundamentals of Drama

Название Discipline name and code	Fundamentals of Drama (OD 4308)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Creative technologies, management of mass musical culture
Post -requirements of the discipline	Infrastructure of the creative industry

Content of the discipline	The course "Fundamentals of Drama", based on the theory of literature and cinema, introduces students to the main principles of constructing dramatic works. Mastering the basic concepts of genre, plot and plot, typology of conflicts, mechanics
	During the seminar sessions, students practice developing ideas and scenarios for various media platforms: television, movies, video games, etc .They work out the skills of writing a synopsis, logline, and preparing for pitching their ideas.
Results Learning outcomes	<p>of Competence training: Demonstrates an understanding of the history and theory of art, the ability to assess the artistic value of works of art.</p> <p>knowledge: Даer Defines the concept of drama. Даer Defines the concepts of drama, conflict, and composition. Knows the genre palette of dramaturgy of various entertainment arts. He knows the features of modern platforms that работают producers and screenwriters work on: film, television, multimedia, video games, performative entertainment, VR and AR. Knows the rules for making a script request and текста the script text. Knows the types of narratives used by contemporary film writers.</p> <p>skills: Uses the knowledge of modern psychological theories for practical tasks to explain the motivation of characters and justify conflicts. Names the archetypes of characters, types of conflicts, and main parts of the composition in the proposed work.</p> <p>skills: Lists entertainment arts and explains the peculiarities of drama in each of them. Submits the request in pitching format.</p>
Form of the lesson	Group
Form of final control	Exam

Basic literature	<p>Barboy Yu. M. On the theory of theater. SPGATI, 2008 2. Introduction to Theater Studies. Collective monograph. St. Petersburg State Pedagogical University, 2011</p> <p>Vladimirov S. V. Action in Drama. St. Petersburg, 2007</p> <p>Istoriya zarubezhnogo teatra [History of Foreign Theater]. Textbook. St. Petersburg; 2005</p> <p>Istoriya russkogo dramatičeskogo teatra: ot ego istokov do kontsa XX veka: Učebnik Učebnik M.: GITIS, 2004 Костелянец [History of the Russian Drama и Theater: from its origins to the end of the XX century]. : from its origins to the end of the XX century]. 2007 7. Seminar on theater criticism. Collective monograph. SPbSATI, 2013</p>
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Audio-visual production

Название Discipline name and code	Audiovisual Production (AVP 4311)
Teacher	Kaliev S. S., senior lecturer, Candidate of Law-.
Cycle of the discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Features of producing format TV projects
Post -requirements of the discipline	Management of design and estimate activities in producing musical production projects
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 media episodesмедиапериодики.
Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills.</p> <p>knowledge: - orientation in the main global trends in the development of the mediaindustry (content and technology), understanding процессов of convergence processes, awareness of the most important innovative practices in the field of mass media, including understanding of convergence processes, understanding the essence of journalistic activities as multidimensional, including the preparation of their own publications and working with other participants in the production of media texts (attracted authors, audience etc.); individual and collective activities; textual and non-textual activities work (project, production, organizational).</p> <p>skills: be able to identify and formulate the subject of specific content. be able to create a dramatic basis for audiovisual formats, compositions, and methods of influencing the audience. be able to select source material based on format editorial standards.</p>

	<p>master the forms of scenario recording and other variants of verbalization of audiovisual content</p> <p>skills:</p> <p>have an understanding of various media industries that produce audiovisual content (television, radio, film production, etc.)</p> <p>have an understanding of the concept of "audio-visual work format", find distinctive features of different formats and have an understanding of the opportunities and limitations imposed by different formats in different media sectors;</p> <p>have an understanding of modern technologies for producing content in audiovisual media, as well as the main stages of production.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Kellison K. Producing on television: a practical approach / Translated from English by B. S. Stankevich; scientific ed. by V. E. Maksimov. Minsk: Grevtsov Publisher, 2008</p> <p>Kemarskaya I. N. TV editor, Moscow: Aspect-press, 2009.</p> <p>Mastery of a film and television producer: a textbook for студентов university students studying in the specialty "Продюсерство Film and television production" and other cinematographic specialties / Edited by P. K. Ogurchikov, V. V. Padeysky, V. I. Sidorenko. Moscow: UNITY-DANA, 2008</p>

ОСНОВЫ Sound Production Basics

Название Discipline name and code	Fundamentals of Sound Production (for Minor Менеджмент Minogue Audio-visual Management) (OS 4311)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Directing musical projects
Post -requirements of the discipline	Management of design and estimate activities in the production of musical production projects
Content of the discipline	of the discipline "Fundamentals of sound production" or music production includes in its concept all stages of creating a song. It begins with studying, determining the vocal range of the artist, studying the musical style in which he works, the manner of performance. This allows you to emphasize it

	the artist's strengths and hide possible shortcomings in his vocal abilities even before the start of the song creation stage. Next, music production consists of a number of creative stages: creating music, writing poetry, arranging music, recording, mixing, and mastering.
Results Learning outcomes	<p>of Competence training: It is capable of performing sound production, staging theatrical performances, concerts, show programs and other stage performances, taking into account the specifics of various types of arts and the immanent qualities of an artistic product.</p> <p>knowledge:</p> <ul style="list-style-type: none"> - theoretical and methodological rules командной of teamwork, the main types of teams; - the main features of an effective team; - the role structure of teams; - technologies for forming team formation technologies; - the role of the manager in формировании team formation; signs of an effective and ineffective team; - factors that provoke a split in the team <p>skills:</p> <ul style="list-style-type: none"> - use the acquired knowledge to create teams; - form a team; - create and maintain a team spirit; - eliminate factors that provoke раскол a team split. <p>skills:</p> <ul style="list-style-type: none"> - proficiency in the basic methods of team building and teamwork. - identify the type of team, identify problem areas and find ways их to overcome them, build a team from scratch and interact with an existing one.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<ol style="list-style-type: none"> 1. Справочник Recording Engineer's handbook (Bobby Ovsinsky) 2. Mixing Secrets for a Small Studio (<i>Mike Senior</i>)

Directing musical and staged audio-visual projects

Name of the discipline and code	Directing of musical and staged audiovisual projects (for the Ministry of Management Minipog Audio-visual sphere management) (RMPAVP 4313)
Teacher	Urazymbetov D. D., PhD , , Associate Professor
Cycle of discipline	KV
Наименование Module name	Менеджмент Audiovisual management
Language of teaching	Kazakh, Russian
Number of credits	3
Semester	5

The discipline is recommended for studying in OP	6B02123 -Artmanagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries and cultural management
Post -requirements of the discipline	Writing and defending a diploma project
Content of the discipline	<p>The purpose of the discipline is to teach students directing technologies in the field of music projects such as concert programs, theatrical performances, video clips, festivals, etc., including the creation or selection of musical material, writing a script, creating scenographic and plastic solutions , and other types of content with the integration of all elements into the musical performance.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project as a director. Other tasks include developing creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - master the culture of thinking, the ability to generalize, analyze, set goals and choose ways to achieve it, use your creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflexive thinking and practice; - create a syncretic creative team that combines technologies of audiovisual and concert-design spheres; - understand the technical documentation the performance and working drawings of stage equipment, equipment, and scenery; - direct the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the field of information search, analysis and evaluation of information to prepare a music project.

	<ul style="list-style-type: none"> - in the field of analysis of existing forms of musical projects, in their development and development; - in the development of original author 's directorial solutions.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Ryaposov A. Yu. Director's methodology of Meyerhold. Dramaturgy of the Meyerhold play: thought, spectator, theatrical editing: учебное a textbook / A. Y. Ryaposov. - 2nd ed., ispr. — St.Petersburg: Lan: Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Ряпосов Russian Ю. Русское directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show — is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) // Saryn, vol. 12, No. 2, 2024, pp. 75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute of Art History; editor A. -in-chief A. Y. Ryaposov.. Saint Petersburg: Asterion, 2022. pp. 245-262</p>

Fundamentals of directing and performing arts

Название Discipline name and code	Fundamentals of Directing and Performing Arts (ORSM 4223)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	6
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art,

	teambuilding, creative industries and cultural management
Post -requirements of the discipline	Writing and defending a diploma project
Content of the discipline	<p>The purpose of the discipline is to train students in directing technologies in the field of musical projects such as concert programs, theatrical performances, video clips, festivals, etc., including the creation or selection of musical material, writing a script, creating scenographic and plastic solutions, and other types content with the integration all elements integrated into the music presentation.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project as a director. Other tasks include developing skills creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - possess a culture of thinking, the ability to generalize, analyze, set goals and choose ways to achieve it, and use their creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflexive thinking and practice; - create a syncretic creative team that combines technologies of audiovisual and concert-design spheres; - understand the technical documentation of the performance and working drawings of stage equipment, equipment, scenery; - guide the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the search, analysis and evaluation of information for the preparation of a musical project; - in the analysis of existing forms of musical projects, in their development and development; - in the development of original copyright documents. directing decisions.

Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Ryaposov A. Yu. Director's methodology of Meyerhold. Dramaturgy of the Meyerhold play: thought, spectator, theatrical editing: учебное a textbook / A. Y. Ryaposov. - 2nd ed., ispr. — St.Petersburg: Lan: Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Russian directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) // Saryn, vol. 12, No. 2, 2024, pp. 75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute of Art History; editor-in-chief A. Y. Ryaposov. Saint Petersburg: AsterionPubl., 2022, pp. 245-262</p>

Directing musicand stage projects (for Minor Менеджмент Minogue Audio-visual management)

Название Discipline name and code	Directing musical and stage production projects (RMPSP 3313)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries and management in the field of culture
Post -requirements of the discipline	Writing and defending a thesis project

Content of the discipline	<p>The aim of the discipline is to teach students directing technologies in the field of musical projects such as concert programs, theatrical performances, video clips, festivals, etc., including the creation or selection of musical material, writing a script, creating scenographic and plastic solutions and other types of content with the integration of all elements in a musical performance.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project as a director. Other tasks include developing creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should</p> <p>know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - master the culture of thinking, the ability to generalize, analyze, set goals and choose ways to achieve it, use your creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflexive thinking and practice; - create a syncretic creative team that combines technologies of audiovisual and concert-design spheres; - understand technical documentation the performance and working drawings of stage equipment, equipment, and scenery; - direct the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the search, analysis and evaluation of information for the preparation of a musical project; - in the analysis of existing forms of musical projects, in their development and development; - in the development of original author's directing solutions.
Form of conducting Class	Group policy
format Group Form final Control	Exam

Main literature	<p>Ryaposov A. Yu. Meyerhold's directing methodology. Dramaturgy of the Meyerhold play: thought, spectator, theatrical editing: a textbook / A. Y. Ryaposov. -2nd ed., ispr. — St.Petersburg : Lan : Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Russian directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) // Saryn, vol. 12, No. 2, 2024, pp. 75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute истории of Art History; editor A. Ю. -in-chief A. Y. Ryaposov. Saint Petersburg: AsterionPubl., 2022, pp. 245-262</p>
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**Fundamentals of directing skills in the audio-visual sphere (for Minogue
Management of the audio-visual sphere)**

Название Discipline name and code	Fundamentals режиссерского of directing in the audiovisual field (ORMAVS 3313)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Менеджмент Audiovisual management
Language of instruction	Kazakh, Russian
Number of credits	3
Semester	5
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries, etc. management in the field of culture
Post -requirements of the discipline	Writing and defending a diploma project
Content of the discipline	The purpose of the discipline is to train students in directing technologies in the field of music

	<p>projects such as concert programs, theatrical performances, video clips, festivals, etc., including creating or selecting musical material, writing a script, creating scenographic and plastic solutions , and other types of content c that integrate all elements into the musical performance.</p> <p>The main task of studying the discipline "Directing musical projects" is to master the basic theoretical provisions and develop practical skills for managing a musical project в as a director. Other tasks include developing managing creative team management skills and creating various kinds of content for the show.</p>
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - the main methods режиссерского of directing a musical project; - the main genres and trends in art; <p>be able to:</p> <ul style="list-style-type: none"> - master the culture of thinking, the ability to generalize, analyze, set goals and choose ways to achieve it, use your creative potential; - develop, research and evaluate musical ideas, concepts and processes through creative, critical and reflexive thinking and practice; - create a syncretic creative team that combines technologies of audiovisual and concert-design spheres; - understand the technical documentation the performance and working drawings of stage equipment, equipment, and scenery; - direct the work of the creative team in the process of performing a stage production; - perform the duties of the chief director (artistic director) of a musical project. <p>be competent:</p> <ul style="list-style-type: none"> - in the search, analysis and evaluation of information for the preparation of a musical project; - in the analysis of existing forms of musical projects, in their development and development; - in the development of original author 's directing solutions.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	Ryaposov A. Yu. Director's methodology of Meyerhold. Dramaturgy of the Meyerhold play: thought, spectator, theatrical installation:

	<p>учебное textbook / A. Y. Ryapsov. - 2nd ed., ispr. — St. Petersburg: Lan: Planet of Music, 2022. - 408 p. - Text: direct.</p> <p>Ряпосов Russian Ю. Русское directing art of the XX century: systems, directions, concepts, ideas. St. Petersburg: AsterionPubl., 2022, 244 p.</p> <p>Sakhnovsky V. G. Directing and methods of its teaching. Training manual. 8th ed., ster. Saint Petersburg: Planeta muzyki Publ., 2023, 320 p. (in Russian)</p> <p>Sechenov A. Show — is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125</p> <p>Urazymbetov D. D., Moldalim T. J. Creating music for choreographic projects (directions and cases) // Saryn, vol. 12, No. 2, 2024, pp. 75-101. DOI: 10.59850/SARYN. 2. 12.2024.210. (In English)</p> <p>Urazymbetov D. D. Production methodology of Pollock Tleubaev.</p> <p>Musical theater: performance, role, image. Issue 3 / Russian Institute of Art History; editor A. -in-chief A. Y. Ryapsov.. Saint Petersburg: AsterionPubl., 2022, pp. 245-262</p>
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Scenography and principles of artistic light production (for Minog Concert and project Management)

Название Discipline name and code	Scenography and principles of artistic light production (SPPHS 3314)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Менеджмент Audiovisual management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	5
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art, teambuilding, creative industries, etc. management in the field of culture
Post -requirements of the discipline	Writing and defending a diploma project
Content of the discipline	Goals: formation of ideas about the priority areas of modern scenography, scenographic solutions in creating the artistic integrity of full-scale projects

	<p>musical and dramatic performances created according to the laws of visual perception.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - to study the functions and expressive means of stage graphics in creating the artistic integrity of the performance or concert space; - to master the principles of transferring scenic scenographic solutions to non-scenic conditions of the natural world; - to apply modern artistic and technical means in the artistic solution of a stage performance.
Результаты Learning outcomes	<p>Upon completion of the course , the student should</p> <p>know:</p> <ul style="list-style-type: none"> - modern principles of working with space and its interaction with people; - organizational structure, technological process of professional activity; - types and genres of musical projects and performances, principles of their design; be able to: - substantiate innovative director's projects and their scenographic solutions in various forms of musical performance. <p>own:</p> <p>methods and techniques of scenographic analysis, visual solutions of musical performances; a systematic view of the organization of creative and production activities of cultural institutions.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Berezkin V. I. Art of scenography of the world theater. The second half of the twentieth century, Moscow, 2001.</p> <p>Berezkin V. I. Iskusstvo scenografii mirovogo teatra [Art of World Theater scenography]. From the origins to the middle of the twentieth century. Moscow, 1997.</p> <p>Sannikova L. I. Khudozhestvenny obraz v scenografii [Artistic image in scenography] Учебное . Uchebnoe posobie , Moscow: Изд-во Lan Publishing House, 2016, 144 p.</p> <p>Freedom of Speech. The secret of theatrical space. Lectures on scenography / translated from Italian by A. Chasovnikova. 3rd edition. - Moscow: GITIS, 2020. - 192 p., fig.</p> <p>Sechenov A. Show — is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, p. 122-125.</p>

**Features of producing format TV projects (for Minor Менеджмент Minogue
Audio-visual management)**

Название Discipline name and code	Features of producing documentaries, feature films and TV series (for MinorMinipog Audio-visual management) (OPDIKT 3314)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Special subjects of additional OP-Minor concert and project management / Audiovisual management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Directing concert and musical production projects
Post -requirements of the discipline	Management of project and estimate activities in the production of musical production projects
Content of the discipline	The aim of the course is to study the specifics of producing on television, form ideas about the organization of the production studio in the region, master the creative and technological foundations of creating TV projects, develop strategies for selling audiovisual content and reimbursing costs. Develop the ability to systematically build the production process of producing a television and multimedia product with using modern technologies.
Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills.</p> <p>knowledge: Разработка Project Development: Film producers can develop or purchase scripts for future films. They can also look for ideas for new projects and adapt literary works or real-life stories for film.</p> <p>Financing: One of the most important functions of a film producer is to provide funding for a project. They can attract investors, collaborate with film studios and distributors, and также search for new projects. sponsor support.</p>

	<p>Управление Budget Management: Film producers control the project budget and allocate financial resources to various aspects of production, such as paying the cast and crew, renting equipment, editing and special effects. skills:</p> <p>Organization of production: Film producers are responsible for organizing the entire production of the film. They hire a film crew, actors, select filming locations, and provide all the necessary resources for the job.</p> <p>Hiring and coordinating a team: They form a team for the filming process, hire actors, directors, cameramen, costume and set designers, editors, and other specialists.</p> <p>Organization of filming: Film producers are responsible for planning and coordinating the filming process, providing access to locations, permission to shoot, and ensuring safety and compliance with the rules.</p> <p>Control of the production process: Film producers monitor the progress of production, monitor the execution of the shooting schedule, participate in decision-making</p> <p>Work with the creative team: Film producers collaborate with directors, screenwriters, cameramen and other members of the creative team to realize their vision of the film.</p> <p>Marketing and Promotion: После After filming is completed, film producers are responsible for marketing and promoting the film. They develop advertising and sales strategies to attract audiences and ensure a successful film launch.</p> <p>skills:</p> <p>Organizational skills: Film producers are involved in organizing and managing film production, so they need good organizational and managerial skills.</p> <p>Creative approach: Filmmaking — is a creative process, so film producers must be able to think creatively and find innovative solutions. It is also important to be able to generate new ideas, develop original scenarios, and find unusual approaches to content creation.</p> <p>Sociability: When working with various professionals and investors, film producers should be sociable and able to communicate effectively.</p> <p>Financial Literacy: Film producers often manage бюджетами their movie budgets, so it's important to have an understanding of finance and the ability to keep track of expenses.</p>
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Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>Belyaev I. K. Performance of documents. Moscow, 2005.</p> <p>Brovchenko G. N. Screenplay of a non-fiction film and screen tools for implementing a journalistic idea. Moscow, 2010.</p> <p>Vertov D. Articles. Diaries. Zamysly: sbornik [Ideas / : a collection] .- Comp. by S. Drobashenko, Moscow, 1966.</p> <p>Drobashenko S. Space of the screen document, Moscow, 1986.</p> <p>Zaitseva L. A. Kinoyazyk: osvoenie rechevoi prirody [Kinoyazyk: Mastering the speech nature]. Moscow, 2001.</p>

Infrastructure of the creative industry of the art market (for Minog Concert and project management)

Название Discipline name and code	Infrastructure of the creative industry of the art market (for Minog Concert and project management) (IKIAR 3315)
Teacher	Ospanova A.M., доктор PhD, senior lecturer teacher
Cycle of the discipline	Profiling discipline (PD)
Наименование Module	nameDesign and project management
Language of instruction	Kazakh
Number of credits	4
Semester	6
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	Экономика Cultural economics, marketing, fundamentals of management, academic writing.
Post -requirements of the discipline	HR management, Basics of scenography
Content of the discipline	<p>The purpose of the discipline is to develop y students ' knowledge and skills necessary to understand the structure, functioning and management of creative industries in the art market. The course is aimed at studying key elements of the art industry infrastructure, mechanisms of interaction between market participants, as well as analyzing global and local trends in the development of the creative sector.</p>

Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> – Basic concepts and theoretical foundations of creative industries. – The history and evolution of the art market in Kazakhstan and the world. – The structure and key participants of creative industries (museum, gallery, theater, festival, and other art platforms). – Models of interaction between public, private, and public institutions in the field of art business.
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	<ul style="list-style-type: none"> – Fundamentals of cultural entrepreneurship and creative economy. – Modern digital platforms and technologies used in the art market. – Policies to support creative industries (grants, subsidies, investment programs). – The impact of globalization, digitalization and urban factors on the development of creative industries. <p>Must be able to:</p> <ul style="list-style-type: none"> – Analyze and forecast the development of the art market and its segments. – Develop strategies for managing creative projects in the field of art. – Use marketing and PR tools to promote creative projects. – Determine the economic and social effects of the art industry on the cultural development of society. – Interact with public, private and international organizations on the development of creative industries. – Apply digital technologies in the management of art platforms and art businesses. <p>Must own:</p> <ul style="list-style-type: none"> – Methods of analyzing and predicting trends in the art business. – Инструментами Project management tools in the creative industry. – Ways to attract funding and grants for cultural initiatives. – Technologies of digital transformation of the art industry. – Skills in organizing and coordinating creative projects and platforms.
Form of the lesson	Group
Form of final control	Exam

Basic literature	<ol style="list-style-type: none"> 1. Hesmondhalgh, D. "Creative industries" ", Moscow: Alpina Publisher, 2022. 2. Florida, R. "Creative class: people who change the future". St. Petersburg: Piter Publ., 2021. 3. Candley, D. "Economy of culture and creative industries". London: Routledge, 2020. 4. Landry, Ch . " Creative city. How art and Culture shape success. " - Moscow: Strelka Press, 2022. 5. Kotler, F. "Marketing of places and services". creative industries", Moscow: Alpina Publisher, 2019.
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Features of producing documentaries, feature films , and TV series (for MinorMinogue Audio-visual Management)

Название Discipline name and code	Features of producing documentaries, feature films and TV series (for Minor Менеджмент Minipog Audio-visual management) (OPDIKT 3315)
Teacher	Sakhaman A. Zh., PHD
Cycle of discipline	Profile disciplines (PD)
Наименование Module name	Special subjects of additional OP-Minor concert and project management / Audiovisual management
Language of instruction	Kazakh, Russian
Number of credits	4
Semester	6
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Directing concert and musical production projects
Post -requirements of the discipline	Management of project and estimate activities in the production of musical production projects
Content of the discipline	The aim of the course is to study the specifics of producing on television, form ideas about the organization of the production studio in the region, master the creative and technological foundations of creating TV projects, develop strategies for selling audiovisual content and reimbursing costs. Develop the ability to systematically build the production process of producing a television and multimedia product with using modern technologies.
Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills.</p> <p>knowledge: Project Development: Film producers can develop or purchase scripts for future films. They can also look for ideas for new projects and adapt literary works or real-life stories for film. Financing: One of the most important functions of a film producer is to provide funding for a project. They can attract investors, collaborate with film studios and distributors, and seek sponsorship. Budget Management: Film producers control бюджет the project budget and allocate financial resources to various aspects</p>

	<p>production costs, such as paying the cast and crew, renting equipment, editing and special effects. skills:</p> <p>Organization of production: Film producers are responsible for organizing the entire production of the film. They hire a film crew, actors, select filming locations, and provide all the necessary resources for the job.</p> <p>Hiring and coordinating a team: They form a team for the filming process, hire actors, directors, cameramen, costume and set designers, editors, and other specialists.</p> <p>Organization of filming: Film producers are responsible for planning and coordinating the filming process, providing access to locations, permission to shoot, and ensuring safety and compliance with the rules.</p> <p>Control of the production process: Film producers monitor the progress of production, monitor the execution of the shooting schedule, participate in decision-making</p> <p>Work with the creative team: Film producers collaborate with directors, screenwriters, cameramen and other members of the creative team to realize their vision of the film.</p> <p>Marketing and Promotion: After filming is completed, film producers are responsible for marketing and promoting the film. They develop advertising and sales strategies to attract audiences and ensure a successful film launch.</p> <p>skills:</p> <p>Organizational skills: Film producers are involved in organizing and managing film production, so they need good organizational and managerial skills.</p> <p>Creative approach: Filmmaking is a creative process, so film producers must be able to think creatively and find innovative solutions. It is also important to be able to generate new ideas, develop original scenarios, and find unusual approaches to content creation.</p> <p>Sociability: When working with various professionals and investors, film producers should be sociable and able to communicate effectively.</p> <p>Financial Literacy: Film producers often manage бюджетами film budgets, so it's important to have an understanding of finance and the ability to keep track of expenses.</p>
Form of conducting Class	Group policy
format Group Form final Control	Exam

Basic literature	<p>Belyaev I. K. Performance of documents. Moscow, 2005.</p> <p>Brovchenko G. N. Screenplay of a non-fiction film and screen tools for implementing a journalistic idea. Moscow, 2010.</p> <p>Vertov D. Articles. Diaries. Zamysly: sbornik [Ideas: a collection] .- Comp. by S. Drobashenko, Moscow, 1966.</p> <p>Drobashenko S. Space of the screen document, Moscow, 1986.</p> <p>Zaitseva L. A. Kinoyazyk: osvoenie rechevoi prirody [Kinoyazyk: Mastering the speech nature]. Moscow, 2001.</p>
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Sound production and принципы sound support principles

Название Discipline name and code	Sound production and principles of sound support (SPZO 3316)
Teacher	Doctor of Philosophy Sakhaman A. Zh
. Cycle of discipline	Profeling disciplines (PD)
Name of the module	Module 12. Special disciplines of the additional OP "Minor Concert and project management/ audio-visual sphere management"
Language of instruction	Kazakh
Number of credits	3
Semester	6
Discipline recommended for studying in OP	Art management
Prerequisites of the discipline	Fundamentals of production skills
Post -requirements of the discipline	-
Content of the discipline	<p>Formation of a holistic view of the basics of musical design of cultural and leisure programs, principles of sound recording and preparation for practical work in this field. Formation of theoretical knowledge and practical experience in sound recording and sound editing, basic technologies.</p>
Результаты Learning Outcomes	<p>Students will learn how to create and manage sound projects using state-of-the-art technologies and software. They will be able to develop sound concepts, provide high-quality sound accompaniment , and make managerial decisions in the field of sound production.</p> <p>You need to know:</p> <ul style="list-style-type: none"> - Know the rules for making a script request and the script text. - apply modern technologies and software to create sound content; - Plan, coordinate and monitor current and future activities for the corresponding type of creativity. Be able to classify and systematize the flow of up-to-date, up-to-date information as content resources in the Internet. culturaland informational center

	<p>space.</p> <p>Must be able to:</p> <ul style="list-style-type: none"> - Plan the current and future activities of cultural and artistic organizations, including in the commercial, marketing, advertising and information and propaganda fields, in working with personnel, in organizing concerts and other creative events. - Manage creative projects and marketing campaigns in the field of art, effectively planning and coordinating the search and selection of unique works. - Осуществлять Monitor the implementation of the advertising campaign. <p>Must have the following competencies:</p> <ul style="list-style-type: none"> - Creatively evaluate infrastructure resources in the process of strategic planning and implementation tactics. - ability to use professional equipment and программное software for sound recording; - ability to create high-quality audio content for movies, video games and other multimedia products; - skills in managing sound projects and coordinating team work.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<ol style="list-style-type: none"> 1. "Fundamentals of sound production" под edited by A. A. Petrov, Moscow, 2020. 2. " Sound Recording Technologies" by I. I. Sidorov, St. Petersburg, 2019. 3. "Sound engineering in media projects" V. V. Kuznetsov, Moscow, 2018.

Principles технологии искусства of installation art technology

Название Discipline name and code	Principles of Editing Art technology (for Minor Менеджмент Minogue Audio-visual management) (PTAM 3316)
Teacher	Doctor of Philosophy Sakhaman A. Zh
. Cycle of discipline	Profeling disciplines (PD)
Name of the module	Module 12. Special disciplines of the additional OP "Minor Concert and project management/ audio-visual sphere management"
Language of instruction	Kazakh
Number of credits	3
Semester	6
Discipline recommended for study in OP	Art management
Prerequisites of the discipline	Fundamentals of production skills

Post -requirements of the discipline	-
Content of the discipline	<p>The purpose of mastering the discipline is to study the genesis of methods and techniques of video shooting and video editing, the main techniques and principles of the modern shooting process and the rules of nonlinear video editing, to get acquainted with the principles of working in multi-track video editors and digital video systems.</p>
Результаты Learning outcomes	<p>Students will learn how to apply the principles of editing to create visual and audiovisual projects. They will be able to develop installation concepts, provide high-quality visual and audio accompaniment, and make management decisions in the field of installation.</p> <p>You need to know:</p> <ul style="list-style-type: none"> - Plan, coordinate and monitor current and prospective activities for the appropriate type of creativity. - Basics of visual and sound editing; - Application of modern technologies and software for editing; - Planning, coordination and control of current and prospective activities for creating audiovisual projects. <p>Must be able to:</p> <ul style="list-style-type: none"> - Be able to classify and systematize the flow of modern, relevant information as content resources in the cultural and information space. - Use in your professional activity knowledge of the history, trends in the development of world and Kazakh art, the best examples of folk and professional art culture, and traditions of schools of world and domestic scenography. - Plan and coordinate work on audiovisual projects; - Manage creative projects and marketing campaigns in the field of art; - Осуществлять Monitor the implementation of advertising campaigns. <p>Must have the following competencies:</p> <ul style="list-style-type: none"> - Creatively evaluate infrastructure resources in the process of strategic planning and implementation tactics; - Use professional equipment and software for editing; - Create high-quality visual and audio content for films, video games and other multimedia products.
Form of conducting Class	Group policy

format Group Form final Control	Exam
Basic literature	<ol style="list-style-type: none"> 1. "Fundamentals of installation" под edited by S. S. Smirnov, Moscow, 2021. 2. "Technologies of visual installation" A. A. Kuzmin, St. Petersburg, 2020. 3. "The Art of editing in Media Projects " E. E. Lebedev, Moscow, 2019.

**DESCRIPTION OF ELECTIVE SUBJECTS
4TH YEAR**

Creative management

Name of the discipline and code	Creative management (KM 3217)
Teacher	Доктор PhD, senior lecturer Ospanova A.M.
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, marketing, экономика cultural economics, history of concert management.
Post -requirements of the discipline	Teambuilding, basics of scenography.
Content of the discipline	<p>The purpose of studying the discipline is to strengthen the ability to принятию нетривиальных make non-trivial decisions (individual and collective), to study technologiesdesigned to solve problems and problems (первую primarily weakly structured, large-scale, managerial). The focus is not so much on the content of knowledge as on the human thought processes themselves, their optimal organization in the form of causal relationships and time sequences, as well as the quality of results.</p>
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> • Methods of generating ideas and concepts in various areas of art production. • The main models of creative thinking and their application in project activities. • Theories of creativity and their adaptation to the development and implementation of art projects. • Stages of creating and implementing creative concepts. • Influence of modern media and digital technologies on the process of creating art projects. • International and national practices of successful creative industries. <p>Must be able to:</p> <ul style="list-style-type: none"> • Develop original creative concepts for art projects of various sizes. • Organize and coordinate the creative process at all stages of project production. • Analyze and adapt successful projects global practices of creative production.

	<ul style="list-style-type: none"> • Use modern digital and multimedia technologies in the development and promotion of creative projects. • Predict and evaluate the artistic and commercial effectiveness of an art product. <p>Must own:</p> <ul style="list-style-type: none"> • Creative design and art project management skills. • Methods of organizing interdisciplinary and multi-genre creative processes. • Tools for generating and analyzing artistic concepts. • Ways to adapt creative solutions to various media platforms and modern art formats. • Methods of synthesis of various types of art and technologies in the framework of project production.
Forma provedeniya zanyatii	Gruppovaya
Форма Final Forma totogogo kontrolya	Exam
Osnovnaya literatura	<ol style="list-style-type: none"> 1. Berezhnov, G. V. Znanie i kul'tura predprinimatiya [Knowledge and Culture of the enterprise [Электронный]: Monografiya [Form of conducting classes Group Form of final Монография] / G. V. Berezhnovcontrol Exam Basic literature]. - Moscow: Izdatel'sko-torgovaya korporatsiya "Dashkov & Co", 2011. URL.: http://znanium.com/bookread.php?book=450885 2. Innovative development: economics, intellectual resources, управление knowledge management / Edited by B. Z. Milner, Moscow:INFRA-M, 2009, 624 p .(in Russian). http://znanium.com/bookread.php?book=169902 3. howard K. Experience of the manager: A textbook / K. Howard, E. M. Korotkov. - Moscow: SIC Infra-M, 2013. - 224 p. URL.:http://znanium.com/bookread.php?book=347242 4. ?book=347242

Creative industries and менеджмент cultural management сфере культуры

Title of the discipline and code	Creative industries and менеджмент в cultural management(NOVOSIBIRSK 3217)
Teacher	Доктор PhD, senior lecturer Ospanova A.M.
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement

Prerequisites of the discipline	Management, marketing, экономика cultural economics, history of concert management.
Post -requirements of the discipline	Teambuilding, basics of scenography.
Content of the discipline	The purpose of the discipline is to form y students ' professional knowledge, skills and abilities.

	skills in the field of art management and education y of appropriate professional and personal qualities necessary for specialists and managers of state and municipal structures in the field of socio-cultural work.
Результаты Learning outcomes	<p>The following people should know the results of training:</p> <ul style="list-style-type: none"> • content of the concepts "artmanagement", "creative industry"; • main functions and mechanisms of management of the creative industry; • technologies of artmanagement; • basic categories of the market and market relations of the creative industry; • mechanisms of financing of creative industries <p>Must be able to:</p> <ul style="list-style-type: none"> • perform professional functions and duties of an artmanager; • apply the acquired knowledge and skills in future professional activities. <p>Must own:</p> <ul style="list-style-type: none"> • analysis of the state, problems and trends in the development of the creative industry; • organization of work of creative teams; • design and production of creative projects; • attraction of financial sources for the production and implementation of creative projects; • implementation of activities for the promotion and implementation of socio-cultural projects.
Form of the lesson	Group
Form of final control	Exam

Basic literature	<ol style="list-style-type: none"> 1. Pereverzev M. P. Management in the sphere of culture and art: textbook / M. P. Pereverzev, T. V. 2. Kostsov. Moscow: Infra-M Publ., 2014 – , 189 p. 3. Tolstikova I. I. Mirovaya kul'tura i iskusstvo: uchebnoe posobie [World Culture and Art: a textbook]. Moscow: Alfa-M: INFRA-M, 2011. 4. Tulchinsky district Г.Л .PR in the sphere of culture: A textbook. - St. Petersburg: Lan Publishing House; PLANETA MUZYKI Publishing House, 2011. - 576 p. 5. Tulchinsky G. L. , Shekova E. L. Management in the sphere of culture: Textbook / G. L. Tulchinsky, E. L. Shekova-5th ed., ispr. St. Petersburg: Lan: Planeta Muzyki Publ., 2013, 541 p. (in Russian)
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Organization and promotion of the performing repertoire

Название Discipline name and code	Organization and promotion of the performing repertoire (OPPR 3218)
Teacher	Keshubaeva D. E., senior lecturer, Master of Art
History Cycle of discipline	Basic disciplines (DB, KV)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	History of concert management, the latest history of Kazakh musical culture, history of foreign music, fundamentals of theory and history of art
Post -requirements of the discipline	Promotion of projects in the field of performing arts
Content of the discipline	<p>of the discipline, professional knowledge of the organization and promotion of the performing repertoire, principles of selection of the performing repertoire, conceptual foundations as a tool for promoting the repertoire. The repertoire is one of the indicators of the development of a creative team, determines its main educational and creative life, and carries certain pedagogical functions. The repertoire should have distinctive features in terms of its content. B Depending on the formation of the musician's personality. Therefore, the selection of the repertoire requires the manager to have a clear perspective vision of the pedagogical process as a whole and consistent system, in which each link, each structural unit, each factor complement each other, thereby ensuring the solution of common artistic, creative and educational tasks. The discipline "Organization and promotion of the performing repertoire" is the basic one for the disciplines of the professional cycle of the educational program and is aimed at studying the main aspects of planning, managing and promoting a musical or theatrical repertoire in the context of the modern entertainment and cultural industry.</p>
Results Learning outcomes	<p>of Competence training:</p> <p>Ability to organize and manage creative staff, the process of creating and promoting a performing repertoire, works of art, demonstrating developed skills team skills teamwork.</p>

	<p>Know: ideological orientation, artistic value and aesthetic significance of works, accessibility for performance, pedagogical orientation.</p> <p>Be able to: When selecting the repertoire, the manager should take into account the correspondence of performances to the age of the team members, their age psychology and the level of development of the creative team members. When deciding on a number, its content and imagery should be based on its theme, dictated by the musical material. Consider training goals. Classics that have a specific language seem to cement all the material, creating a kind of generalized figurative alloy.</p> <p>Skills: Describe the creative team, its purpose, main directions, create demand in the field of art industries, possess all the necessary marketing tools for successful promotion of the performing repertoire.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Kazachkov S. A. From Lesson to Concert Kazan University Press, 1990, pp. 278-279.</p> <p>Kovalev A. I., Vinyarskaya V. A. Educational and methodical complex for academic discipline. Practicum of musical and pedagogical repertoire / Educational institution "Belarusian State Pedagogical University named after Maxim Tank", 2018.</p>

Marketing management

Name of the discipline and code	Marketing management (MM 3218)
Teacher	Жусупова Zhusupova A.M., Ph. D. in Economics, Associate Professor Candidate of Economic Sciences, Associate ProfessorMalaeva R. A., Candidate of Economic Sciences, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Marketing,
Post-Prerequisites of the discipline	Strategic art management, HR - management

The content of the discipline	Marketing management is the formation y of students 'comprehensive understanding of the management of the organization of culture and art on the principles of marketing, reflecting the relationship
	strategic and tactical marketing decisions and assess the impact of these decisions on the performance of the art business.
Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills.</p> <p>knowledge: - features of developing functional marketing strategies and ways to ensure their interrelation with the aim of preparing balanced management decisions; - factors of the macroeconomic environment affecting the functioning of organizations and oprahob state and local government bodies; - quantitative and qualitative methods of marketing analysis in making management decisions.</p> <p>skills: - apply methodological tools to analyze functional marketing strategies and their interrelationships in order to prepare balanced management decisions; - identify and analyze market and specific risks; - analyze the behavior of consumers of goods and demand formation; - apply quantitative and qualitative methods of marketing analysis when making management decisions.</p> <p>skills: - development of functional marketing strategies of the organization and the ability to analyze their relationships c in order to prepare balanced management decisions; - identification and analysis of market and specific risks, as well as analyze consumer behavior; - quantitative and qualitative marketing analysis</p>
Form of classes	Group
Form of final control	Exam

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. - Moscow: SIC INFRA-M, 2014 -192 p.</p> <p>2. Golubkov E. P. Marketing for professionals: a practical course: textbook and practical course for bachelor 's and master's degree programs/ E. P. Golubkov. - Moscow: Yurayt PublishingHouse, 2022. - 474 p.</p>
	3. Kotler F. Marketing management. 15th ed., Peter-Trade, 2018.

Brand management in the artindustry

Name of the discipline and code	Brand management in the art industry (BMAI 3220)
Teacher	Жусупова Zhusupova A.M., к.э.н., доцент КинашеваCandidate of Economic Sciences, Associate Professor Kinasheva Zh. B., Candidate of Economic Sciences, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Marketing, BusinessPlanning
Post -requirements of the discipline	Art market and Media, Management in the film
industry Content of the discipline	The ultimate goal of the discipline is the development of key compensation in the field of branding, y students have a professional view of no brand creation and management activities that will help them develop competitive creative projects in the future, determine their positioning and image, and manage their development.

Results Learning outcomes	<p>of Competence training:</p> <ul style="list-style-type: none"> - able to organize, produce, manage creative and creative projects in the field of the art industry, demonstrating an understanding of the specifics of various areas of management, the features of an artistic product and the means of creating it in various types <p>of art.:</p> <ul style="list-style-type: none"> - theory, methodology and system of practice in the field of advertising and PR-management, - the main basic types and elements of advertising business, the most important principles, functions and methods of advertising and PR-management, - advertising data, principles and forms in the field of musical art, culture. <p>skills:</p> <ul style="list-style-type: none"> - choose the appropriate option based on the indicative effectiveness of projects of various options, - manage work on the project, manage the project fund, - manage рисками по project risks in advertising business. <p>skills:</p> <ul style="list-style-type: none"> - application of modern educational technologies,
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	- independent development of new knowledge, acquisition of practical skills.
Form of conducting the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Tulchinsky G. L. Marketing in the sphere of culture: textbook = Marketing in the culture sphere: / G. L. Tulchinsky, E. L. Shekova. - 5th ed. - St. Petersburg: Lan Publishing House, 2021. - 496 p.</p> <p>2. Ulyanovsk, A.V. Reklama v sfere kul'tury: uchebnoe posobie [Advertising in the sphere of culture: a textbook]. - St. Petersburg: Lan; Planet of Music, 2012. - 520s.- (Textbooks for universities. Special literature).</p> <p>3. Shchekova E. L. et al. Менеджмент Cultural management and marketing . praktikum: a textbook. Saint Petersburg: Lan Publ., 2012, 160 p. (Textbooks for universities. Special literature).</p> <p>4. Silig Tina Creativ po pravilam: ot idei do gotovogo biznesa: uchebnoe posobie [Creative according to the rules: from an idea to a ready-made business: a textbook]. 2019.- 240 c.</p>

Promotion проектов в of performing arts projects

Название Discipline name and code	Promotion проектов в of Performing Arts Projects (ППИ 3220)
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Teacher	Жусупова Zhusupova A.M., Candidate of Economic Sciences, Associate Professor Ospanova A.M., PhD, PhD, senior lecturer
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	5
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Экономика Cultural Economics, Management, Advertising and PR in the art industry, marketing
Post -requirements of the discipline	Strategic management, Fundamentals of audiovisual production, Fundraising
Content of the discipline	Formation of students ' knowledge, skills providing an opportunity, if necessary, to solve problems related to promotion in the field of producing projects in the field of performing arts.
Results Learning outcomes	of Competence training: - ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills and knowledge:

	<ul style="list-style-type: none"> - the importance of the basics of economic knowledge in the field of culture; - features of working in a creative team in order to achieve high-quality results in the organization of creative projects; - necessary mechanisms for bringing a creative project to the appropriate audience; - the basics of creating creative projects in the field of holiday culture; - responsibilities of the head of departments and organizations in general. <p>skills:</p> <ul style="list-style-type: none"> - identify and recognize the main directions of the current state of economic knowledge; - identify tasks for relevant specialists in the preparation of projects; - combine professionalism in the field of culture and managerial knowledge in the implementation of organizational and managerial work; - set up and prepare yourself to perform the duties of a manager. <p>skills:</p> <ul style="list-style-type: none"> - solving the initial problems of the organizational and creative process; - participating in business games to fulfill the duties of a manager.
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>1. Skill продюсера of a film and television producer: textbook / ed.: P. K. Ogurchikov, ed.: V. V. Padeisky, ed.: V. I. Sidorenko. - Moscow: UNITIDANA, 2017. - 861 p.</p> <p>2. Producing. Managerial decisions: textbook. manual / ed. by V. S. Malyshev, ed. by Yu. V. Krivolutsky. - Moscow: UNITY-DANA, 2018 2018-377 377 p. : il. -</p> <p>3. Tulchinsky, G. L. PR in the sphere of culture: a textbook /G. L. Tulchinsky. St. Petersburg: Lan, Planeta Muzyki Publ., 2018, 576 p. (in Russian)</p> <p>4. Tulchinsky G. L. Management in , Shekova E. L. Menedzhment v sfere kul 'tury: uchebnoe posobie [Management in the sphere of culture: a textbook]. - St. Petersburg: Lan, Planet of Music, 2018. - 544 with.</p>

Time management

Name of the discipline and code	Time Management code (TM 2220)
Teacher	Teacher Sh. E. Shalbayeva Ph. D. in Economics, Professor
Cycle of the discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	4

Discipline recommended for study in OP	6B02123 -Art management
Prerequisites of the discipline	Management
Post-prerequisites of the discipline	Cross -cultural management
Content of the discipline	Studying the discipline will allow students to implement universal competencies in professional activities, form general ideas about the essence and types of time management, principles and methods of managing a time resource for more successful implementation of professional activities. Acquire practical skills of competent self-management, self-organization and development of professionally significant personal qualities necessary for managing your own resources.
Результаты Learning Outcomes	<p>To Know:</p> <ul style="list-style-type: none"> - Basic approaches to timemanagement; - Principles of drawing up long-term and short-term calendar - plans Principles of goal setting. Principles of proper distribution of working and non-working hours <p>Be able:</p> <ul style="list-style-type: none"> - plan independent activities in solving professional tasks; - critically evaluate the effectiveness of using time and other resources in solving tasks, as well as in relation to the result obtained; - apply a variety of methods and techniques of self-education and self-education based on the principles <p>of Demonstrating the ability and willingness to: Manage working time, set priorities and meet deadlines. Use time management tools. Practice your workday planning skills. Avoid wasting time, identify its inappropriate and inefficient use, and free up additional time resources. Eliminate excessive emotional stress and stress associated with a lack of time. Correctly distribute efforts between daily tasks and long-term tasks; set priorities; determine the order of work. Take responsibility for deadlines and results.</p>
Form of the lesson	Group
Form of final control	Written exam
Basic literature	1.Mongenstern Julia. Time management: the art of planning and managing your time and your life. Moscow: Alpina 2021.

	<p>2. Arkhangelsk G. A. Corporate time management: Encyclopedia of Solutions, Moscow: Alpina Publisher, 2017, 212 p.</p> <p>3. Ivanova S. Time management no: psychology of friendship with time, Moscow: 2021</p>
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Advertising of goods and services

Название Discipline name and code	Advertising of goods and services (RTU 2220)
Teacher	Teacher Sh. E. Shalbayeva Ph. D. in Economics, Professor
Cycle of the discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Kazakh, Russian
Number of credits	5
Semester	4
Discipline recommended for study in OP	6B02123 -Art management
Prerequisites of the discipline	Management, Marketing, Fundamentals of entrepreneurship
Post -requirements of the discipline	Fundraising, Market in the art industry
Content of the discipline	To develop students ' systematic scientific and practically oriented view of modern advertising activities, to form knowledge about the following topics: trends in the development of the advertising market in a changing economic, media, and socio -cultural environment.
Результаты Learning outcomes	<p>competencies:</p> <ul style="list-style-type: none"> - students in the field of promotion of goods and services through advertising products should know: - about the structure and features of the functioning of the global and domestic advertising markets, their current state and development trends, products and services of the subjects of this market, o business processes and marketing processes in this market; <p>be able to:</p> <ul style="list-style-type: none"> - conduct qualitative and quantitative analysis of the state and development trends of this market and its various segments, types of goods and services on it; <p>own:</p> <ul style="list-style-type: none"> - skills in developing reports, preparing reports and analytical notes, articles on these issues for senior and middle-level managers of companies.
Form of the lesson	Group
Form of final control	Written exam
Basic literature	1.Boronoeva T. A. Sovremennyyi reklamnyy menedzhment: Ucheb. posobie – [Modern Advertising Management: Textbook]. Aspect Press, 2017

	<p>2. Golman I. A. Reklamnaya deyatel'nost': planirovanie, tekhnologii, organizaciya [Advertising activity: Учебник planning, technologies, organization]. universities. 2nd ed., reprint.. Moscow: Gella-print Publ., 2018.</p> <p>3. Advertising activities: A textbook for students. F. G. Pakratov, Yu. K. Bazhenov, T. K. Seregina et al . 6th ed., reprint.. Moscow: Dashkov and K*, 2019</p>
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Основы Copyright Basics права

Title of the discipline and cipher	Fundamentals авторского of Copyright (OAR 4210)
Teacher	Keshubaeva D. E., senior lecturer, Master of Art
History Cycle of discipline	Basic disciplines (DB, KV)
Name Module name	of the Management module. Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Управление Risk management in the creative industry, risk management
Post -requirements of the discipline	Teambuilding, leadership
Content of the discipline	<p>The goals of mastering the discipline "Fundamentals of copyright" are to form an understanding of the role of balancing the interests of copyright holders and societies for the promotion of science and the arts, transfer and preservation of information, new knowledge, and provide an understanding of</p> <p>the basics законодательства the basics of copyright legislation .</p>

Results Learning outcomes	<p>of Competence training: Uses knowledge of the history of Kazakhstan, social and humanitarian sciences, fundamentals of law and anti-corruption culture, skills of conducting independent scientific research for professional and personal development.</p> <p>Know: Know the legislation of the Republic of Kazakhstan, laws on education, culture, science, registration of copyright, how to register copyright, how to get copyright on a work, what is the difference between copyright and violation of confidentiality.</p> <p>Be able to: How to protect your own copyright, how to send a notice of infringement copyright infringement. Skills: Understanding the basic elements of copyright law. Identification of third-party copyrighted materials. Recognize copyright or licensing issues and ask for help.</p>
Form of the event the lesson	group classes

Форма Final control form	Exam
Basic literature	<p>1. Geraskova Mirovye nauchnye issledovaniya sovremennosti: vozmozhnosti i perspektivy razvitiya: materialy materialy XVI Mezhdunar. nauch.-prakt. konf. – Stavropol, 2022. – Vol. 1. – pp. 422-425. – Electronic copy of the collection is available in the social network Vkontakte.</p> <p>2. Zheglova A. R. Features of copyright protection for works of fine art // Diary of Science: electron. Scientific Journal, 2020, no. 3, pp. 38-38.</p> <p>3. Markov K. V. Rights of authors of works of art: how to use them and how to protect them: scientific method. handbook based on the materials of training seminars of Honorary Academician of the Russian Academy of Arts K. V. Markov. Yaroslavl: Russian Reference Books, 2017, 127 p. - An electronic copy of the book is available on the TSHR website.</p> <p>4. Matveev A. G. Intellectual rights to works of science, literature and art: study. manual / A. G. Matveev. - Perm: Perm University Press, 2015. - 444 p. - An electronic copy of the book is available on the website of PGNIU.</p>

Fundamentals of intellectual property

Название Discipline Name and Cipher	Fundamentals of Intellectual Property (OIS 4210)
Teacher	Keshubaeva D. E., senior lecturer, Master of Art
History Cycle of discipline	Basic disciplines (DB, KV)
Name Module name	of the Management module. Theory and practice of

	management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Управление Risk management in the creative industry, risk management
Post -requirements of the discipline	Teambuilding, leadership
Content of the discipline	The main purpose of the course "Fundamentals of intellectual property" is to form students ' basic ideas about intellectual property and its management in modern market relations, with the formation of core competencies in the field of modern intellectual property institutions, as well as the theory and practice of using intellectual property, to create strategic and tactical competitive advantages through the development and use объектов of intellectual property objects.

Results Learning outcomes	<p>of Competence training:</p> <p>Today, the field of intellectual property is becoming relevant due to the fact that the results of intellectual labor of a creative person are becoming a fundamental factor in the economic, legal, cultural, and social transformation of the country. It is necessary to take into account an important aspect of regional development and the formation of competencies in the field of intellectual property as a response to the challenges of the digital economy through the activities of Technology and Innovation Support Centers. One of the areas in the field of intellectual property should be working with young people, thereby demonstrating successful practices of educational and educational activities.</p> <p>Know:</p> <p>In the new conditions, it is necessary to build interaction on the basis of a systematic approach that combines professional education and the dissemination of knowledge in the field of intellectual property in society.</p> <p>Omniscience in the field of intellectual property will allow you to interact with various subjects of the inventive, educational and legal spheres, therefore.</p> <p>Be able to:</p> <p>Be able to correctly and competently communicate information to the public for the purpose of training and knowledge in the field of intellectual property. Use research methods. The research is based on empirical methods-description, analysis, induction, general scientific methods of cognition-analysis and synthesis, dialectical and logical methods, and the method of a systematic approach.</p> <p>Skills:</p> <p>Understanding the main elements of the law on intellectual property protection. Identification of third-party copyrighted materials. Recognition of problems with the promotion and protection of intellectual property rights.</p>
Form of conducting the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Biryukov P. N. Intellectual Property Law: textbook and Practical course for academic Bachelor / P. N. Biryukov. - 3rd ed., reprint.. Moscow: Yurayt PublishingHouse, 2018, 315 p.</p> <p>2. Zharova A. K. Protection of intellectual property: a textbook for bachelor's and master's degree programs. 's degrees / A. K. Zharova; under the general editorship of A. But.</p>

	<p>Streltsova Street. - 4th ed., reprint.. и доп. — Moscow: Yurayt PublishingHouse, 2019, 341 p.</p> <p>3. Zenin I. A. Pravo intellektual'noi predprinimatel'nosti v 2 ch. Chast 2: uchebnik dlya akademicheskogo baccalaureata [Intellectual Property Law in 2 parts: textbook for academic bachelor / И. А. Зенин. — 's degree].перераб. Moscow: Yurayt PublishingHouse, 2018, 169 p. (in Russian)</p>
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HR management

Name of the discipline and code	HR management (HRM 3301)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Russian, Kazakh
Number of credits	5
Semester	4
Discipline recommended for studying in OP	Art management
Prerequisites of the discipline	Economic Theory, management, marketing,
Post -requirements of the discipline	менеджмент art management, организация concert organization, advertising in the music business, project management
Content of the discipline	<p>The course " HR management " is aimed at mastering the principles and methods of teaching art management. methods of human resource организациях management in cultural and artistic organizations, sets out the main terms, concepts and specific methods of working with personnel.</p>
Results of training	<p>competencies:</p> <ul style="list-style-type: none"> - disclosure of the basics of theoretical concepts of HR management; - definition of basic concepts, concepts and models of HR management in art; - knowledge of the main mechanisms of human resource management; - formation умений и of skills and abilities to evaluate the performance employees ' performance; - formation of skills for objective analysis of the remuneration system, its correction and modernization; - ability to create the necessary mechanisms for employee motivation, development - developing навыков development of effective communication and conflict resolution skills. <p>Acquire practical skills to solve a complex of tasks related to the management of personnel of the company, enterprises and organizations, в including: including culture and art.</p>
Form of the lesson	Group
Form of final control	Exam, oral by ticket

Basic literature	Fundamentals of management / A. Akhmetov K. G., E. N. Sagandikov et al., Aktobe - Uralsk: A - Polygraphy, 2005-436 p . Ashirov D. A. Управление Personnel Management; TC Velbi, Prospect - Moscow, 2014. 432 c.
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	Baitasov R. R. Personnel management. Synopsis of lectures; Feniks - M., 2014. - 352 p.
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Team building

Название Discipline name and code	Team Building (Kom 3301)
Teacher	Zhanibekova G. K., PhD, Associate Professor
Discipline cycle Discipline cycle	Profile disciplines (PD)
Name Module name	of the Management module. Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	8
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, Marketing,
Post-Prerequisites of the discipline	Strategic artmanagement
Content of the discipline	This discipline examines and studies the content of management and allows you to master the basics of teamwork, forms a set of knowledge about the principles of teambuilding, functions and processes of team management, develops specific skills in implementing various types of management activities in teamwork and analyzing management systems

Результаты Learning outcomes	<p>Competencies: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills.</p> <p>knowledge:</p> <ul style="list-style-type: none"> - theoretical and methodological rules командной of teamwork, the main types of teams; - the main features of an effective team; - the role structure of teams; - technologies for forming team formation technologies; - the role of the manager in формировании team formation; signs of an effective and ineffective team; - factors that provoke a split in the team <p>skills:</p> <ul style="list-style-type: none"> - use the acquired knowledge to create teams; - form a team; - create and maintain a team spirit; - eliminate factors that provoke раскол a team split. <p>skills:</p> <ul style="list-style-type: none"> - proficiency in the basic methods of team building and teamwork. - identify the type of team, identify problem areas , and find ways их to overcome them. generate it
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	create a team from scratch and interact with уже an existing one.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<ol style="list-style-type: none"> 1. Lapygin Yu. N. Building a management team - Moscow: INFRAM Scientific Publishing Center LLC, 2016. 2. Basmanova N. I. Training of teambuilding: a textbook- Moscow; Berlin: Direct-Media, 2019. 3. Kamneva E. V. Training of team building and group work: textbook for master's degree programs. 4. Pereverzev M. P. Management in the sphere of culture and art: Учебное Textbook / M. P. Pereverzev, T. V. Kostsov; ПодEdited by M. P. Pereverzev. - Moscow: SIC INFRA-M, 2014. -192 p.

Strategic management

Название Discipline name and code	Strategic Management (SM 4209)
Teacher	Жусупова Zhusupova A.M., к.э.н., доцент Кинашева Candidate of Economic Sciences, Associate Professor Kinasheva Zh. B., Candidate of Economic Sciences, Associate Professor

Cycle of discipline	Basic disciplines (DB)
Name Module name	of the Management module. Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, marketing, cultural economics, crisis management, time management
Post -requirements of the discipline	Media production in the creative industry, writing a diploma project
Content of the discipline	of the discipline "Strategic Management" studies management through selection of strategic positions in the art market, management by ranking strategic tasks, management in the face of strategic surprises, management of complex situations, management by weak signals. These approaches are just beginning to develop and are already partially used in the global art industry.
Results Learning outcomes	<p>of Competence training:</p> <ul style="list-style-type: none"> - develops strategic goals, business plans, organizational structure of cultural and art institutions, makes management decisions in the field of the art market and the creative industry, assessing the degree of payback and existing risks. <p>knowledge:</p> <ul style="list-style-type: none"> - strategic management process, implementation of strategy and management;

	<ul style="list-style-type: none"> - knowledge of the typology of strategic management systems and organizational structures; - knowledge of the system of targets and development strategies of the organization, understanding their relationship with the functions and processes of management <p>skills:</p> <ul style="list-style-type: none"> - analyze the external environment of the organization, industry, competitive situation, internal environment of the organization, apply diversification strategies, product marketing strategy; - distinguish the main concepts and schemes describing the real state of affairs in the organization, management activities of art managers <p>skills:</p> <ul style="list-style-type: none"> - strategic decision-making, analysis of the effectiveness of strategic management, application of various analytical approaches to assess ситуации the market situation and the possibility of acquiring and using competitive advantages by the organization
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Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>1. Kuratko, Donald F. Предпринимательство теория, процесс, практика / 10-изд. - Алматы: Ұлттық аударма бюросы, 2019.- 514с.</p> <p>2. Kaliakbarova, L. T. Ways of management development in music education (on the example of the Kazakh National Conservatory named after Kurmangazy) - Almaty, KNK</p> <p>3. Griffin, R Management / R. Griffin. - 12-basylym.- Алматы: Ұлттық аударма бюросы, 2018.- 768 с.</p> <p>4. Shchekova E. L. Management and marketing in the sphere of culture. Praktikum: Uchebnoe posobie - SPb: Lan, 2012. - 160s.- (Textbooks for universities. Special literature).</p>

Leadership

Название Discipline name and cipher	Leadership (Lid 4209)
Teacher	Жусупова А. М. Zhusupova Ph. D. in Economics, Associate Professor Malaeva R. A. Malaeva Ph. D. in Economics, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Name Module name	of the Management module. Theory and practice of management
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	7
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Management, media planning, fundraising
Post -requirements of the discipline	Fundamentals of production skills

Content of the discipline	To form students ' basic, professional knowledge of the theory, principles of leadership and the conceptual foundations of inclusive art as a tool for promoting social change, as well as skills in the formation, development and improvement of leadership qualities in art management.
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Results Learning outcomes	<p>of Competence training: Ability to organize and manage creative staff, the process of creating, promoting and renting creative projects and works of art, demonstrating leadership qualities, developed teamwork skills</p> <p>∴</p> <ul style="list-style-type: none"> - the main theories of leadership, typologies of leadership, - methods of analysis and self -knowledge of the individual and knowledge of other people, - ethical norms of business relationships, fundamentals of business communication, principles and methods of organizing business communications. <p>Be able to:</p> <ul style="list-style-type: none"> - determine с помощью различного your own leadership style using various psychological tools, - organize team and personal interaction to solve management problems. Skills: effective business communication
Form of conducting classes	Group
Form of final control	Exam
Basic literature	<p>1. Bialiatski N. P. Osnovy liderstva [Fundamentals of Leadership], BSEU, 2006.</p> <p>2. Covey Stephen Leadership based on the principles of S. Covey Translated from English by P. Samsonov - Moscow: Alpina Business Books 2013</p> <p>3. Leadership Translated from English by A. Lisitsyna Series: Classics Harvard Business Review-Moscow: Alpina Business Books 2013.</p>

Basics of scenography

Name of the discipline and code	of the Basics of scenography (SN 4309)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	8
Discipline recommended for study in OP	6B02123 -ArtManagement
Prerequisites of the discipline	History of foreign music, history of Kazakh music, fundamentals of theory and history of art,
	teambuilding, creative industries and cultural management
Post -requirements of the discipline	Writing and defending a thesis project

Content of the discipline	<p>Objectives: formation of ideas about the priority areas of modern scenography, scenographic solutions in creating the artistic integrity of full-scale musical and dramatic performances created according to the laws of visual perception.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - to study the functions and expressive means of stage graphics in creating the artistic integrity of the performance or concert space; - to master the principles of transferring scenic scenographic solutions to non-scenic conditions of the natural world; - to apply modern artistic and technical means in the artistic solution of a stage performance.
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - modern principles of working with space and its interaction with people; - organizational structure, technological process of professional activity; - types and genres of musical projects and performances, principles of their design; <p>be able to:</p> <ul style="list-style-type: none"> - substantiate innovative director's projects and their scenographic solutions in various forms of musical performance. <p>own: methods and techniques of scenographic analysis, visual solutions of musical performances; a systematic view of the organization of creative and production activities of cultural institutions.</p>
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Berezkin V. I. Art of scenography of the world theater. The second half of the twentieth century, Moscow, 2001.</p> <p>Berezkin V. I. Iskusstvo scenografii mirovogo teatra [Art of World Theater scenography]. From the origins to the middle of the twentieth century. Moscow, 1997.</p> <p>Sannikova L. I. Khudozhestvenny obraz v scenografii [Artistic image in scenography]. Uchebnoe posobie, Moscow: Lan Publishing House, 2016, 144 p.</p> <p>Freedom of Speech. The secret of theatrical space. Lectures on scenography / translated from Italian by A. Chasovnikova. 3rd edition. - Moscow: GITIS, 2020. - 192 p., fig.</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p>

	Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125.
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The art of decoration

Название Discipline name and code	Искусство Decoration Art (DO 4309)
Teacher	Urazymbetov D. D., K. I., Associate Professor
Цикл Discipline cycle	KV
Наименование Module name	Management in the music industry
Language of instruction	Kazakh, Russian
Number of credits	5
Semester	8
Discipline recommended for study in OP	6B02123 -Artmanagement
Prerequisites of the discipline	Fundamentals of directing profession, creative technologies, fundamentals of drama
Post -requirements of the discipline	Writing and defending a diploma project
Content of the discipline	<p>Objectives: formation of ideas about the priority directions of modern scenography, scenographic solutions in creating the artistic integrity of full-scale musical and dramatic performances created according to the laws of visual perception.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - to study the functions and expressive means of stage graphics in creating the artistic integrity of the performance or concert space; - to master the principles of transferring scenic scenographic solutions to non-scenic conditions of the natural world; - to apply modern artistic and technical means in the artistic solution of a stage performance.
Результаты Learning outcomes	<p>Upon completion of the course , the student should know:</p> <ul style="list-style-type: none"> - modern principles of working with space and its interaction with people; - organizational structure, technological process of professional activity; - types and genres of musical projects and performances, principles of their design; <p>be able to:</p> <ul style="list-style-type: none"> - substantiate innovative directorial projects; projects and their scenographic solutions in various forms of musical performance. <p>own:</p>

	methods and techniques of scenographic analysis, visual solutions of musical performances; a systematic view of the organization of creative and production activities of cultural institutions.
Form of the lesson	Group
Form of final control	Exam
Basic literature	<p>Berezkin V. I. Art of scenography of the world theater. The second half of the twentieth century, Moscow, 2001.</p> <p>Berezkin V. I. Iskusstvo scenografii mirovogo teatra [Art of World Theater scenography]. From the origins to the middle of the twentieth century. Moscow, 1997.</p> <p>Sannikova L. I. Khudozhestvenny obraz v scenografii [Artistic image in scenography]. Uchebnoe posobie, Moscow: Lan Publishing House, 2016, 144 p.</p> <p>Freedom of Speech. The secret of theatrical space. Lectures on scenography / translated from Italian by A. Chasovnikova. 3rd edition. - Moscow: GITIS, 2020. - 192 p., fig.</p> <p>Sechenov A. Show is life. - Moscow: PrintLETO. 2021. - 452 p.</p> <p>Urazymbetov D. D. Plastic codes in modern stage spaces of Kazakhstan and Russia: Astana and Sochi theatrical performances // Bulletin of the St. Petersburg State Institute of Culture, No. 3 (28), 2016, pp. 122-125.</p>

Management of design and estimate activities in the production of music and performance projects (for Minog Concert and project management)

Title of the discipline and code	Management of design and estimate activities in the production of audio-visual sphere (for Minog Management of audio-visual sphere) (MPSDAV 4317)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Russian, Kazakh
Number of credits	3
Semester	7
Discipline recommended for studying in OP	Art management
Prerequisites of the discipline	Management, finance in the art industry, fundamentals of entrepreneurship
Post -requirements of the discipline	Diploma project
Content of the discipline	Introduction to the conceptual foundations of a systematic view of project management; mastering modern project management technologies; acquisition of practical skills project management in the field of audio-visual activities, drawing сметы up project estimates.
Results Learning outcomes	of competence training:

	<p>Ability to participate in setting the goals of a project (program), its tasks under the given criteria, target functions, restrictions, developing the structure of their interrelations, determining priorities for solving problems, taking into account the legal and moral aspects of professional activity</p> <p>, to know: modern technologies and инструментов управления project management tools;</p> <p>be able to: independent development of a business - plan, project charter, or project management plan.</p> <p>skills: formation of skills of working in a project team; formation of project team management skills.</p>
Form of conducting classes	Group
Form of final control	Exam, orally on tickets
Basic literature	<p>Management of innovative projects: a textbook / ed. by V. L. Popov. - Moscow: INFRA-M, 2007, 2011. - 336 p.</p> <p>Management of innovative projects: учебное a textbook / A. B. Petrochenkov et al</p> <p>. / под ed . by L. A. Mylnikov. - Perm: Изд-во PSTU Publishing House, 2009, 297 p.</p>

**Management of design and estimate activities in the production of audio-visual sphere
(for MinorMipog Audio-visual sphere management)**

Title of the discipline and code	Management of design and estimate activities in the production of audio-visual sphere (for Minog Management of audio-visual sphere) (MPSDAV 4317)
Teacher	Zhanibekova G. K., доктор PhD, Associate Professor
Cycle of discipline	Basic disciplines (DB)
Наименование Module name	Management
Language of teaching	Russian, Kazakh
Number of credits	3
Semester	7
Discipline recommended for studying in OP	Art management
Prerequisites of the discipline	Management, finance in the art industry, fundamentals of entrepreneurship
Post -requirements of the discipline	Diploma project
Content of the discipline	Introduction to the conceptual foundations of a systematic view of project management; mastering modern project management technologies; acquisition of practical skills project management in the field of audio-visual activities, drawing сметы up project estimates.
Results Learning outcomes	of competence training:

	<p>Ability to participate in setting the goals of a project (program), its tasks under the given criteria, target functions, restrictions, developing the structure of their interrelations, determining priorities for solving problems, taking into account the legal and moral aspects of professional activity</p> <p>, to know: modern technologies and инструментов управления project management tools;</p> <p>be able to: independent development of a business - plan, project charter, or project management plan.</p> <p>skills: formation of skills of working in a project team; formation of project team management skills.</p>
Form of conducting classes	Group
Form of final control	Exam, orally on tickets
Basic literature	<p>Management of innovative projects: a textbook / ed. by V. L. Popov. - Moscow: INFRA-M, 2007, 2011. - 336 p.</p> <p>Management of innovative projects: учебное a textbook / A. B. Petrochenkov et al</p> <p>. / под ed . by L. A. Mylnikov. - Perm: Изд-во PSTU Publishing House, 2009, 297 p.</p>