

## Management Specialty: Overview, ATU University, and the Faculty of Economics and Business

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### **Нұғман Даулет**

Алматы технологиялық университеті

Менеджмент

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### MANAGEMENT – THE IDEOLOGY OF BUSINESS!

Management is planning, organization, motivation, and control. Most importantly, management defines efficiency measures (determining what we want to achieve), measuring effectiveness, and comparing results with set goals.

By studying management, students acquire knowledge and skills on how to present the core idea of a given task. Management is, in a way, the ideology of any business. Understanding management will lead you to essential and innovative knowledge.

What knowledge will I gain at university?

- Making strategic decisions
- Planning an organization's production activities
- Developing marketing strategies
- Modeling business processes

Who will I become after graduation?

- Line manager
- Middle-level manager
- Top manager

Where will I work after graduation?

- Business consulting
- Marketing and advertising
- Human resource management
- Entrepreneurship

Management – the key to success in business and career

Quality management is the foundation of any company’s successful development.

Management is about making the right decisions, organizing, motivating, and planning. The scope of management tasks is broad, from personnel management to sales and marketing. Management, development, and company strategy can all be summed up in one word—management.

Almaty Technological University (ATU) offers a management program that provides students with essential skills and the most innovative knowledge in this field.

What do we teach?

The management program at Almaty Technological University includes the following areas:

- Strategic planning
- Production planning
- Marketing strategy development
- Business process modeling
- Market analysis
- Leadership and project management

How do we teach?

- The management program at ATU lasts 4 years.
- Affordable tuition fees.
- To apply, you must choose mathematics and geography as your core subjects.

Career Opportunities after Graduation

- Line manager
- Middle-level manager
- Top manager
- Executive
- University lecturer or management course instructor
- Project coordinator

- Financial analyst
- Business analyst

Where can you work after graduation?

- Consulting: Working in large consulting firms or running your own business, offering management and strategic planning services.
- Marketing: Working in advertising agencies, marketing, and PR companies, brand management, and product promotion.
- HR: Working in recruitment agencies, corporate HR departments, and human resource development.
- Entrepreneurship: Starting and managing your own business.
- Project Management: Working in IT companies, construction firms, and business project implementation.
- Investment and finance: Working in investment firms, banks, and funds, performing financial analysis and capital management.

What is management about?

Management is the science of managing resources (financial, human, production, material, and information) and organizations to achieve results.

Key functions of management:

- Planning: Strategy development, goal setting, budgeting, market research, defining a mission, and tactical planning.
- Organization: Developing organizational structures, defining department tasks and functions, establishing decision-making systems, and implementing quality management systems.
- Management: Leadership, control, regulation of departmental activities, process management, decision-making, and budget planning.
- Motivation: Creating motivation systems, ensuring comfortable working conditions, and defining financial and non-financial incentives.
- Control: Monitoring plan implementation, overseeing task execution, ensuring production quality, and setting performance indicators.
- Development: Creating opportunities for professional and career growth, staff training, personnel development, and improving production processes.

Being a manager is a great responsibility, as a manager directly influences a company's efficiency, profitability, and overall development.

Management is a profession that provides all the essential knowledge needed to start a career in this field.

#### Management at Almaty Technological University – Broad Opportunities

The Department of Management and Administration at ATU brings together highly qualified specialists in management and experienced professors who provide students with both theoretical knowledge and practical skills necessary for a successful career in modern business.

ATU also offers a Management College. Graduating from the college will give you fundamental knowledge of the profession, making it easier to enter the university's management faculty and obtain a degree.

When choosing between college and university, it's essential to weigh all the pros and cons to confidently pursue your goal—becoming a top-tier specialist!

Almaty Technological University (ATU) actively participates in organizing and conducting various events in 2025. Below are some of the latest activities:

#### Training Seminar “Methodological Workshop for Teachers”

On February 20, 2025, ATU hosted a practical seminar and workshop as part of the “Methodological Workshop for Teachers” project. The seminar focused on integrating COURSERA courses into university programs. Speakers included Anastasia Kalabina, Director of the Center for Innovative Educational Technologies, and Galiya Toremuratova, Senior Lecturer at the Department of Design.

#### IX Republican Subject Olympiad at ATU

Registration for the IX Republican Subject Olympiad for 11th and 12th-grade graduates began in January 2025. Participants can choose subject combinations such as mathematics-physics, mathematics-informatics, and others. Winners will receive ATU rector's grants for the entire period of study and tuition discounts.

#### PhD Dissertation Defense

On March 14, 2025, ATU's Dissertation Council will hold a PhD dissertation defense by Nazerke Zhumanqyzy Begdildayeva on “The Influence of Probiotic Compositions on the Quality and Safety of Poultry Meat” under the Food Safety program.

These events highlight ATU's active engagement in education and research in 2025.

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Founded in 1957

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