



**INTERNATIONAL SCHOOL
OF ECONOMICS KAZGUU**

International School of economics KAZGUU

Ayashev.R, Torebekova F., Medeubek A., Klimenova D.

"Analysis of a management program in the context of employment."

Thesis submitted for




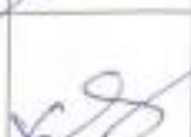

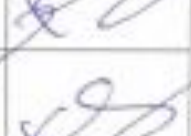
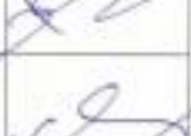



the degree of Bachelor in

6B04106 Management

Supervisor: _____

Nur-Sultan 2022

Calendar plan of completion of the thesis.

| Stage of work | Deadline according to plan | Actual completion date | Percentage completion | Student signature | Signature of scientific adviser (consultant) |
|---|----------------------------|------------------------|-----------------------|------------------------|---|
| Consider the date of admission and graduation of management | 28.12.2021 | 28.12.2021 | 10% | Kucunova Taj Taj |  |
| Choose a research method | 10.01.2022 | 10.01.2022 | 15% | Kucunova Taj Taj |  |
| Writing up a survey. | 07.03.2022 | 07.03.2022 | 20% | Kucunova Taj Taj |  |
| Sending out and collecting survey results. | 10.03.2022 | 10.03.2022 | 25% | Kucunova Taj Taj |  |
| Writing up an introduction | 05.04.2022 | 05.04.2022 | 35% | Kucunova Taj Taj |  |
| Analyze the survey. | 20.04.2022 | 20.04.2022 | 60% | Kucunova Taj Taj |  |
| View similar works, articles, dissertations. | 10.04.2022 | 10.04.2022 | 70% | Kucunova Taj Taj |  |
| Make recommendations. | 07.05.2022 | 07.05.2022 | 85% | Kucunova Taj Taj |  |
| Write a conclusion | 10.05.2022 | 10.05.2022 | 90% | Kucunova Taj Taj |  |
| Assemble the structure. | 25.05.2022 | 25.05.2022 | 100% | Kucunova Taj Taj |  |

Supervisor: Ayazbekan Zham-Forc



Table of contents

| | |
|--|----|
| Abstract | 3 |
| Hypothesis | 3 |
| Introduction | 3 |
| Literature review | 6 |
| Research Method..... | 7 |
| Main body | 8 |
| Analysis of survey results for KAZGUU graduate students of management 2022..... | 8 |
| Analysis of survey results for KAZGUU graduate students of management 2017-2021 | 21 |
| The reasons for the popularity of the management program..... | 32 |
| The problem of low employment of graduates of the management program. | 33 |
| The reasons for the low employment rate of management students compared to other majors..... | 34 |
| Recommendations based on the analysis | 34 |
| Conclusion..... | 36 |
| Bibliography..... | 37 |

Abstract

This research paper analyzes the popularity of the educational program of management in the context of employment.

For completeness of research work and objectivity of conclusions the data from different sources, including results of the conducted surveys concerning the studied question have been collected. The surveys included a wide sample of students and graduates.

Based on the results of the work, the research team analyzed the respondents' answers and other information.

The reasons for the popularity of the program for applicants, as well as the general situation of specialist managers in the labor market were revealed. The omissions and shortcomings of the educational program of management at KAZGUU University were determined.

Developed practical recommendations for higher education institution KAZGUU on the introduction of changes and additions to the existing model of the educational program management.

Justified the real reasons for the expedient application of the proposed recommendations in accordance with the policy of the university and the Ministry of Education and Science of the Republic of Kazakhstan.

The study is made on 37 pages with the use of data from 5 sources.

The work contains 1 table, 22 graphs.

Hypothesis

The management program has the lowest quality of employment compared to other majors. It is difficult for management students to find an internship and a job compared to other specialties, regardless of the university and the quality of knowledge, because this specialty is not narrowly focused.

Introduction

Bachelor's degree program in Management at M. Narikbayev KAZGUU.

Basic Information:

The Higher School of Economics was established in 2004, subsequently, the Department of Economics and Management was formed in 2005. According to the official 2018 "Higher School of Economics" catalog, "The Higher School of Economics provides world-class education and produces 100% of the graduates demanded by the Kazakhstan market".

KAZGUU provides the opportunity to study for the academic discipline of Management through the transfer of knowledge through an exclusive accredited program.

This program was developed taking into account the standards of the Ministry of Education of the Republic of Kazakhstan and the wishes of stakeholders.

Purpose: To provide theoretical knowledge and practical skills in English in the field of management at the local and international levels.

About the program:

- 4 years of study,
- 240 ECTS credits for mastering, including theoretical courses, practical courses, physical education, diploma work, and final examinations.
- Opportunity for an additional specialization, e.g. in human resource management, finance, etc.
- Opportunity to earn a double degree. By the requirements of the university, students have the right to receive a diploma from a foreign institution that is a partner of KAZGUU.

The 240 ECTS includes the following elements:

-Requirements of the Ministry of Education:

General disciplines, compulsory disciplines, elective disciplines, basic disciplines, core disciplines, core disciplines, orientation practice, practical training, state examination, and diploma project.

-Higher School of Economics requirements:

The school's required disciplines, the school's core required disciplines and the school's major required disciplines.

According to the 2018 HSE Catalog, the disciplines are divided into two categories 1 year of study comprising 60 ECTS consisting of compulsory disciplines, and 2-4 years of study comprising 95 ECTS compulsory disciplines and 56 ECTS elective disciplines, which in turn consist of Compulsory Core Disciplines, Compulsory Profiling Disciplines, Elective Core Disciplines, and Elective Profiling Disciplines.

KAZGUU provides systematic knowledge in the fields of management, organizational activity, decision-making, and many other areas for the preparation of a qualified specialist, the Manager. Teaching is in professional English, except for some disciplines. The teaching staff according to the data presented on the official site of the university is 29 specialists of different levels and specializations. The structure of the teaching staff consists of the Coordinator of the Management Program – Zhan-Tore Ayazbekov, Dean of the Graduate School of Economics - Saule Kemelbaeva, Vice Dean, professors, coordinators of additional programs and senior teachers. It is noteworthy that there is not a single regular faculty member.

The learning outcome should include a mix of theoretical knowledge and practical skills. This includes:

- Have oral and written communication skills;
- Have computer skills;

Data from the Graduate School of Economics majors

The table shows the number of students enrolled, graduating, and employed in 2017-2021. Also we can see the number of people working in their specialty, and whether they are employed at all. Thanks to the analysis of the data, we can reveal that management has the lowest level of employment and non-specialty work.

| Year | Economics | Finance | Management | Accounting and audit |
|------|--|--|---|--|
| 2017 | 80 students Not in their specialty - 6 Not employed - 3 In the specialty 71 | 89 students Not in their specialty - 7 Not employed - 9 In the specialty 72 Employed - 1 | 70 students Not in their specialty - 2 Not employed - 5 In the specialty 28 Employed - 35 | 97 students Not in their specialty - 3 Not employed - 7 In the specialty 86 Employed - 1 |
| 2018 | 25 students Not in their speicality - 1 Not employed - 11 In the specialty - 13 Employed - 1 | 25 students Not employed - 6 In the profession - 17 Employed - 2 | 94 students Not in their specialty - 6 Not employed - 17 Professionally employed - 32 Employed - 39 | 25 students Not in their specialty - 1 Not employed - 5 Professionally employed - 17 |
| 2019 | 32 students Not in their specialty - 14 Not employed - 4 Professionally employed - 14 Employed - 1 | 32 students Not in their specialty - 10 Not employed - 3 Professionally employed - 19 | 70 students Not in their specialty - 7 Not employed - 3 Professionally employed - 27 Employed - 33 | 31 students Not in their specialty - 3 Not employed - 2 Professional - 26 |
| 2020 | - | 4 students Not in their specialty - 1 In the specialty - 3 | 21 students Not in the field - 6 Not employed - 15 In the specialty - 1 | 19 students Not in their specialty - 1 Not employed - 10 In the specialty - 8 |
| 2021 | 4 students Not employed - 3 Employed - 1 | 31 students Not in their specialty - 1 Not employed - 28 Employed - 2 | 37 students Employed - 3 Not in their specialty - 2 Not employed - 32 | 14 students Employed - 1 Not employed - 13 |

Literature review

Looking through the open sources of programs of specialty "Management" in other universities of Kazakhstan and CIS countries, we can conclude that the programs are largely similar. For example, the programs of Russian universities, such as - the “Plekhanov Russian University of Economics”:, “Moscow Financial and Legal University MFUA”, “Institute of Social Sciences of the Russian Presidential Academy of National Economy and Public Administration”, and so on. The management degree programs

offer a choice of profiles. Compulsory subjects for all students of this specialty: economic theory, accounting and analysis, resource management (human and financial), financial management, strategic management, and management theory. Within the framework of this specialty, students study to assess the latest market opportunities, prepare company development projects, control the quality and accomplishment of tasks assigned to subordinates, collect information with its further analysis, develop relevant business plans, etc. It is very similar to the program at our university, but when we searched the programs at other universities, we also found out that there are more innovative management programs. One of them is a program of the university- “Russian Presidential Academy of National Economy and Public Administration” on the website of the university. Management - MBA Information Management (CIO). Below we provide site information with an overview of the specialty program. The MBA Information Management (CIO) program is a leader in the IT business education market. Already more than 1,500 people have received an MBA (MBI) in this program, of which about 60% hold positions of CIO (Chief Information Officer) and IT directors, and more than 25% have become CEOs or started their businesses. We believe that this program is the most adapted to the modern world. Faced with a job or internship search, we realized how essential the knowledge in IT for managers, it's a great plus to the general standard skills of a manager.

Research Method

Research methods are one of the most important factors in the work, not only in research works, but also in large companies. This point is one of the obligatory because the choice of methods of carrying out any research affects the final result. The effectiveness of the research method affects the choice of research method, in our case we settled on a method which allowed us to combine and integrate data and make the right conclusions that allowed us to obtain answers to the questions we were interested in.

Our research method is based on our two surveys conducted for university management students and for university management graduates. In the survey for students we interviewed 49 people out of 49, and received 63% feedback.

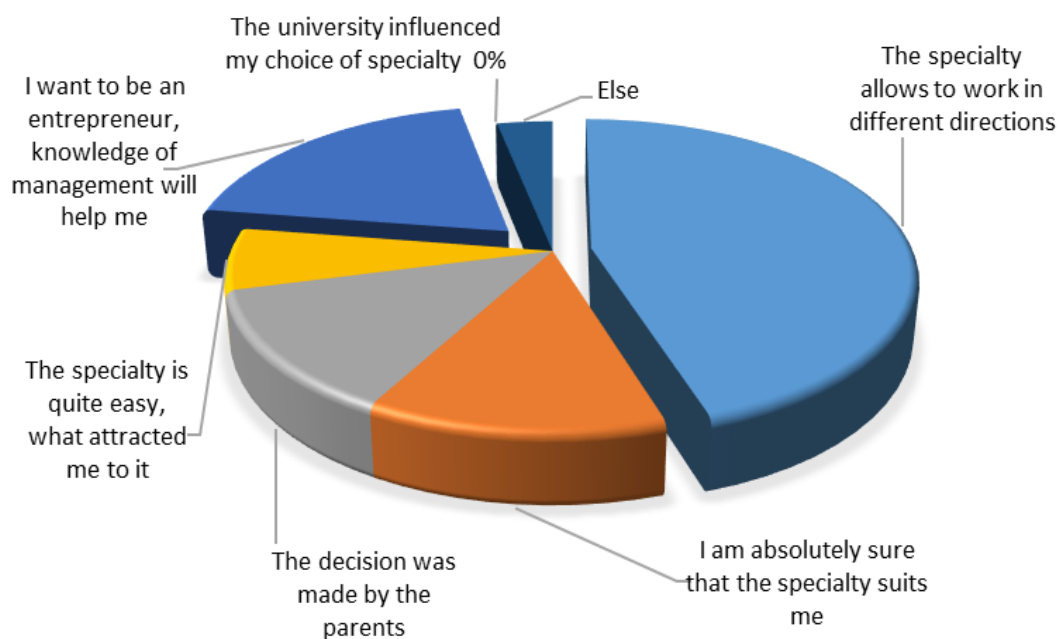
In the survey for undergraduates from 2017-2021, out of 182 graduates, 146 cell numbers, 103 responded and received 40% feedback. Each survey had 12 questions, 8 options to choose from, and 4 open-ended. Thus it was possible to learn about each question in more detail, and what are missing graduates of the university, and what students themselves want.

In our study, we conducted a mixed-mode survey using open-ended and closed-ended questions. This type of survey made it easier for us to explore and analyze student responses.

Main body

Analysis of survey results for KAZGUU graduate students of management 2022

1. WHY DID YOU CHOOSE THE SPECIALTY MANAGEMENT?



Not all students study and get a diploma to work in their profession in the future, many of them become entrepreneurs and open their own businesses. The most important goal for them is to become an entrepreneur, getting rid of the daily routine work in the office. In addition, they want to see impressive figures and an increase in income, success, and recognition.

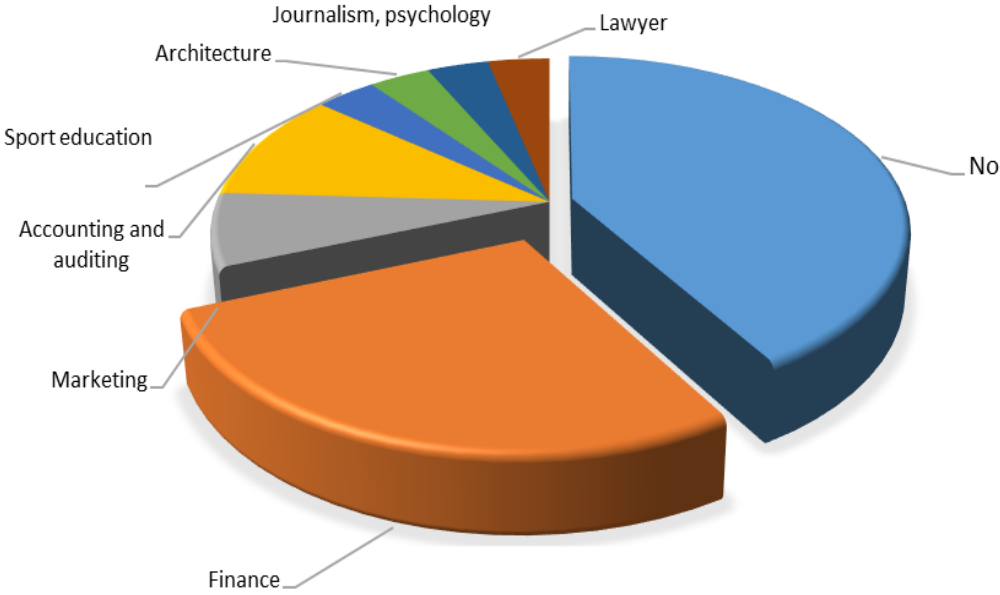
20% of respondents believe that the knowledge of the specialty of management is what an entrepreneur needs.

45% of respondents said that the specialty allows you to work in many different directions. Indeed, the management specialty combines many areas, but good or bad, we will now analyze.

The specialty allows the student to choose to study a direction more deeply. In each of the subjects during the training, there was a compulsory list of books, which were studied by students. Accordingly, was studied a lot of literature in a different direction. Management opens up the opportunity for the student to quickly adapt from one to the other. It shapes objective thinking and choice. Another plus is an interesting profession, it is possible to work not only in different areas but also in different cities around the world. Total specialty includes communication skills, attentiveness, working with numbers, and other things.

The specialty also does not have one narrow direction where the subtleties of the profession are not studied. Narrow focus and special training and bring out the specialization. There is a chance that management students, instead of a major, will only be learning skills by the time they graduate.

2. HAVE YOU EVER THOUGHT ABOUT APPLYING TO OTHER SPECIALTIES?

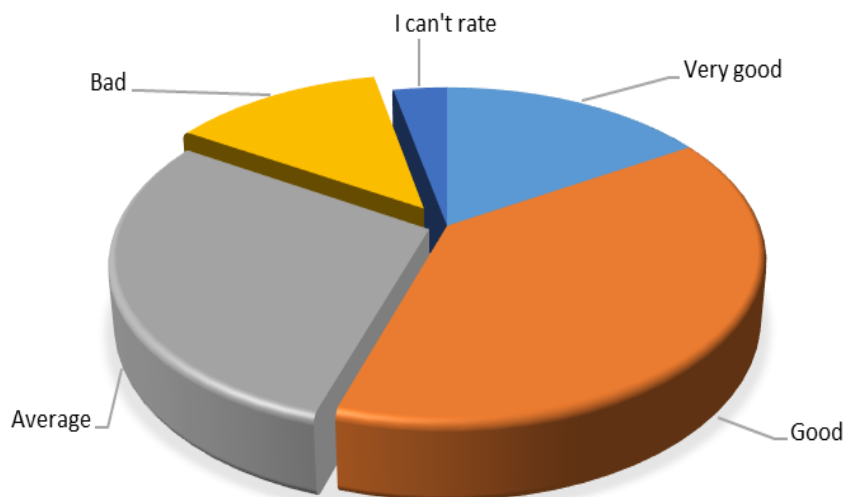


For 38.7% of respondents, the management specialty is their choice and they did not want to change their specialty during their university studies. They find in the specialty good prospects for career growth and high demand in various spheres. Management allows to develop in many directions especially in popular and demanded now, such as targeting, SMM, these directions in the form of Freelance it is possible to combine with work in the office or private business. KAZGUU University allows management students to get a major in HR, marketing, entrepreneurship, and others, most likely this contributes to the choice of this specialty and many students do not think about a change of specialty.

16.1% of students were thinking about transferring to finance, and some even changed their major from management to finance. The finance specialty is narrowly focused and students know exactly where they can work and further, know their responsibilities and occupation. The field of finance has never been easy. Perhaps this specialty is not for everyone, so few decide to transfer.

The other students individually wrote out their options for the specialties to which they were thinking to transfer during their studies at university. The options were the following - psychology, journalism, architecture, law, sports education, marketing, accounting, and auditing. During the study, everyone thought about the correctness of the choice of their specialty, and whether it is suitable for them. During such reflections there are many options, remembering childhood hobbies or thinking about specialties with higher wages in the labor market.

3. EVALUATE THE QUALITY OF STUDY ON SPECIALITY MANAGEMENT AT KAZGUU UNIVERSITY



In this question, the measurable characteristics of educational activity are considered. There are elements of external and internal evaluation of the quality of education the main mechanism of our survey was students of KAZGUU University, namely the 4th year students of management specialty.

The answers consisted of 5 options - Very Good, Good, Average, Poor, and Can't rate.

Very Good - 16.1%.

Good - 38.7%.

Average - 29%.

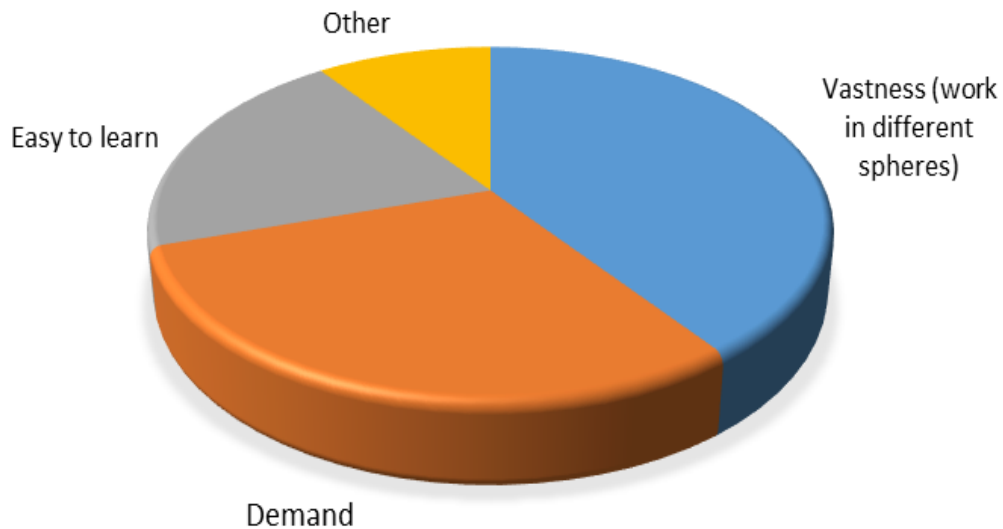
Bad - 12%.

Can't rate - 3,2%.

Given the survey, we understand that 12% do not like the teaching and the program at the university. Most responded positively and are satisfied with the education at the university. Thanks to this

we understand that the program itself needs to work and try to bring the level of Poor, and Average to Good, and Very Good.

4. DESCRIBE THE ADVANTAGES OF THE MANAGEMENT PROGRAM.



In the business sphere, the profession of a manager is on everyone's lips, but few people fully understand what the functions of this employee are and what skills he or she should possess. Professionals of this profile are in great demand, and the demand for them from year to year is only growing. But contrary to popular belief, this is not a universal field. According to workers in the field of career guidance, to become a sought-after manager is not enough to get the appropriate knowledge. It is also necessary to have a certain mindset, type of character, and communication skills.

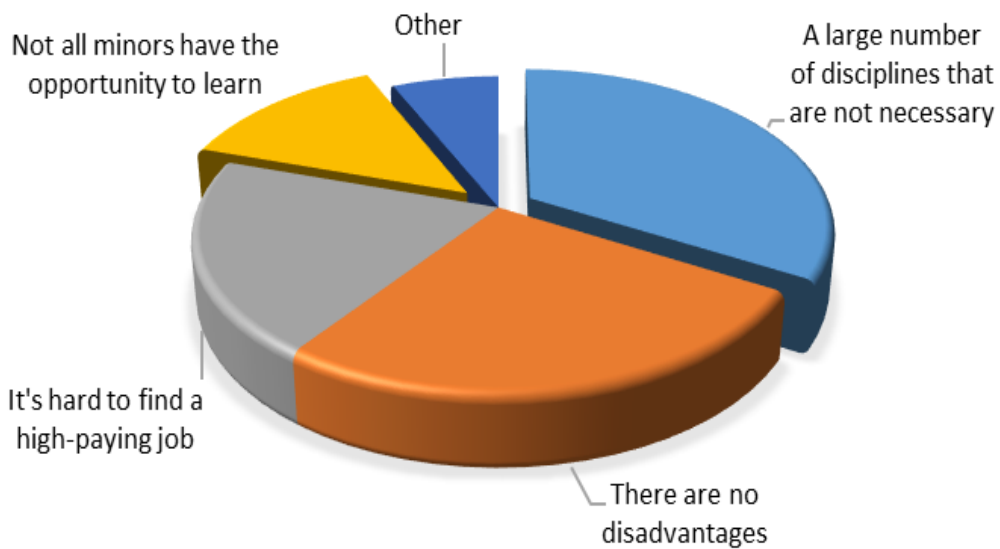
University students identified the main advantages of this specialty, One of the main advantages of this specialty is the extensiveness of the activity - management as a direction implies the organization of the work process at all its stages or separate sections. The higher the professionalism of the worker and the longer the list of skills, the wider maybe his powers, the higher the salary and the probability of career growth.

A manager's profession involves working in different areas, whether he or she manages a small department or a huge enterprise. The main goal of this specialist is to increase the profits of a particular organization or reduce its costs.

The second clear plus of this specialty is its demand - Today it is a very common opinion that there is an overproduction of lawyers, economists, and managers in the country. Some educational institutions have even reduced the number of budgetary places in the relevant departments because of this. However, practice shows that good managers will always be in demand.

The third plus is the ease of learning, one of the main factors of this specialty is soft skills. This can be considered a plus and a minus at the same time, as the training itself students do not consider difficult and even easy, because perhaps they do not get additional technical skills, here can add Excel, IT - management, practice in companies in the field of management, solving direct cases. We know that soft skills are one of the basic management skills, but also do not forget the technical skills, such this knowledge of finance, auditing, and Excel.

5. DESCRIBE THE DISADVANTAGES OF THE MANAGEMENT PROGRAM.



The main disadvantage that most respondents wrote about is a large number of disciplines that are not necessary for the study of specialty management. And also an extensive range of training in all disciplines, rather than in-depth knowledge in certain areas of management. Respondents answer as follows: "Lots of unnecessary subjects. Little knowledge in one direction. Didn't learn Excel, PowerBI, Python, and other basic knowledge at all that would be useful at work. Learned everything a little bit at a time, not in-depth."

"Too broad a spectrum of learning would like to be able to study in-depth by choice, not much practice. Students don't understand what they will be and where they will work."

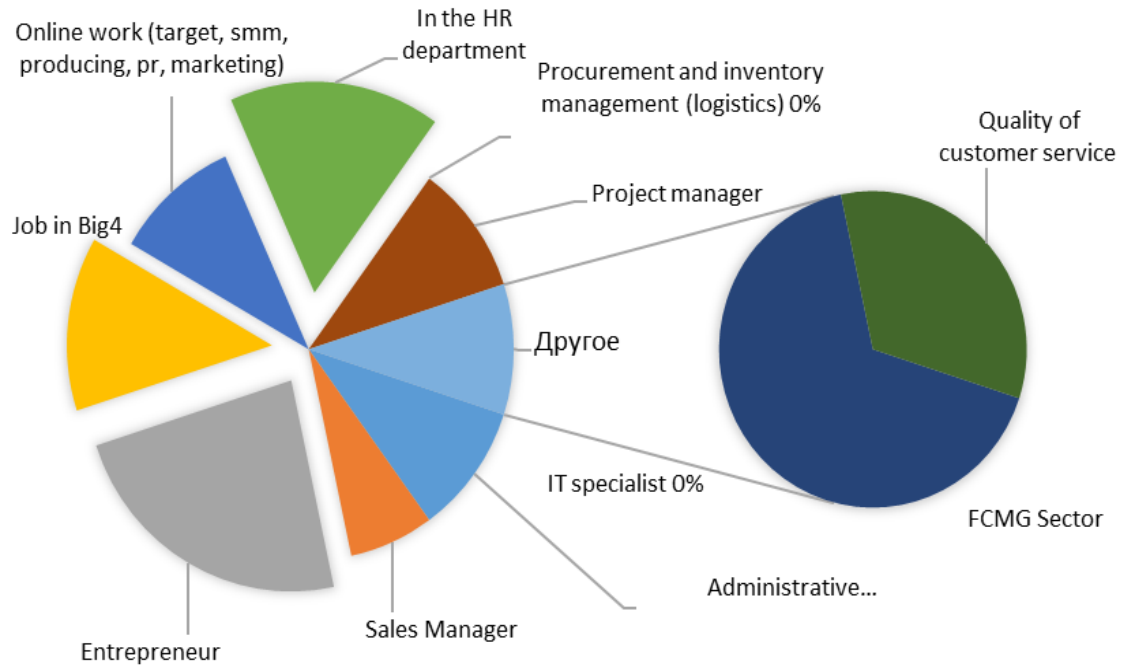
These examples are the majority and makeup 68% of all responses.

16% of respondents said that the management program has no disadvantages and they are quite satisfied with the training.

10% of respondents noted that it is very difficult for them to find a high-paying job in their specialty, thereby indicating that the knowledge gained has not helped them in this matter.

The remaining 6% noted that not all of the minors, which provide the university can be closed, because the flows in the discipline are recruited because of the small number of students who choose certain minors. Thus, students who wish to engage in low-demand minors are not given such an opportunity.

6. WHAT DO YOU PLAN TO DO WHEN YOU GRADUATE?



Based on question 6, the majority of respondents, 23%, want to start their own business. So it is a personal interest of the student. As a rule, students study harder, with personal interests and benefits. They do not depend on the opinion of their parents or future employer.

The second-highest choice of direction is the human resources department at 16%. This means that one is responsible for productivity, as hiring and training an employee falls under the human resource management department. Working in human resources is a very responsible job.

13% of respondents want to work for the Big Four companies. It is very recognized and prestigious for graduates. Career growth, perspective, experience, training, demand, but are all managers taken to Big Four companies? However, statistics show that in the last 5 years of graduation, out of 100 graduates working in the Big Four, only one graduated of the management program.

Do students have reliable information about the demand and supply of managers in the Big Four? It's not easy to get a job there, because there are several stages of selection and there is a certain selection process that not everyone will pass. Then the person ends up in a not high position, and then there are serious workloads and overwork. Those dreaming of getting this job may eventually realize that this is

not what they were looking for. Conclusion: the student needs to know how to manage time, how to work in a team, what continuous self-development is, and what the demand is for a managerial position in the big four companies. Students are not aware of the competencies and requirements for employment in the Big Four.

10% of graduates want to work in an administrative department.

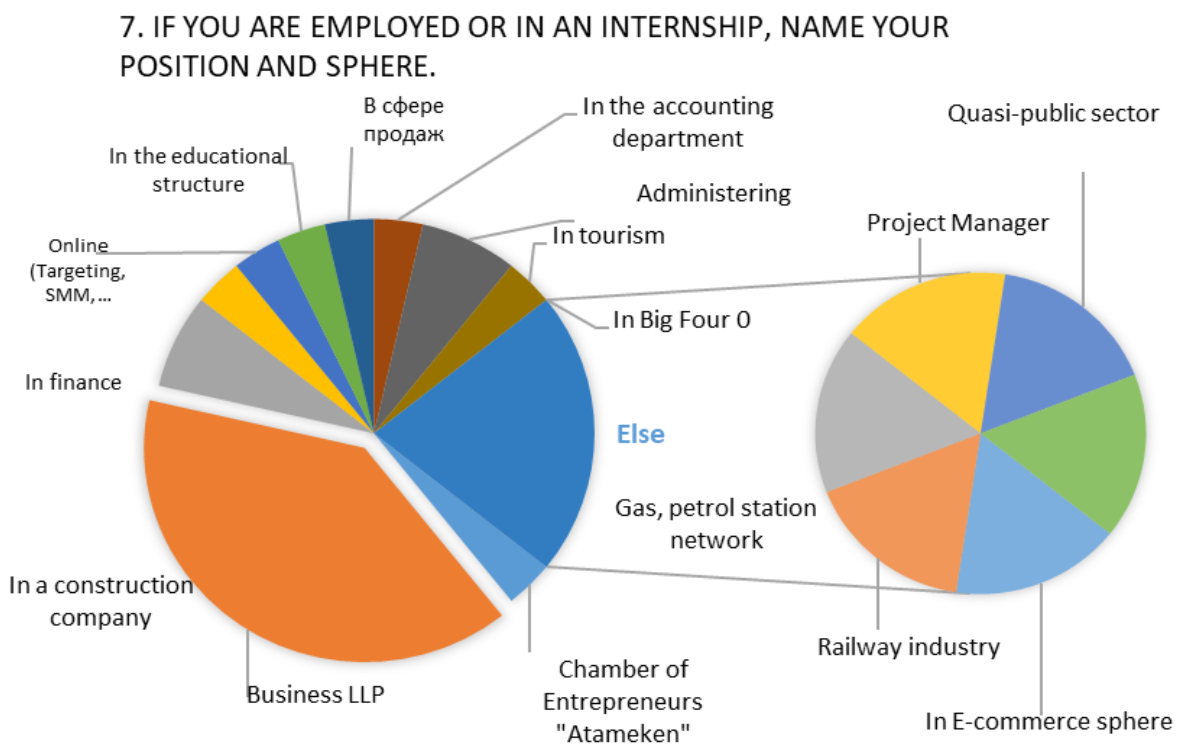
10% chose to work online with social media on targeting, SMM, production, and more.

6% as sales managers.

9% Project Managers.

6% FCMG sector.

3% Quality of customer service.

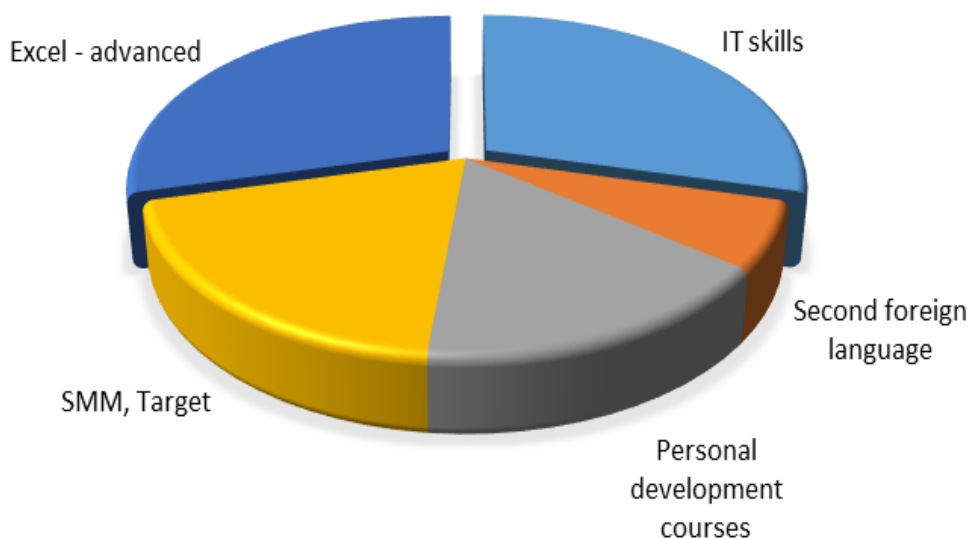


40% of respondents answered that they work or have internships in private LLPs. This answer was quite predictable because the majority of managers have been starting a business since university and are entrepreneurs.

The rest of the answers were as follows: work in sales, construction company, educational structure, accounting hotel, project manager, gas station network, Freelance Target and SMM, and other individual answers.

Thus we can conclude that KAZGUU students are employed in absolutely different directions and organizations. Every year our university provides the opportunity of the internship by preliminary testing for students of all specialties in these companies: Deloitte, Ernst&Young, KPMG, and PricewaterhouseCoopers - four international auditing firms, which almost captured the audit market in the world. Of all the students, however, KAZGUU University managers did not join the global leaders in 2022.

8. WHAT SKILLS WOULD YOU LIKE TO ADDITIONALLY RECEIVE IN SPECIALTY OF MANAGEMENT?



30% of those surveyed would like to incorporate an IT minor into the curriculum. An IT education prepares students for a career in programming. It is prestigious to study IT because it is one of the fastest-

growing academic fields. Graduating programmers tend to find jobs with ease because computers have become an integral part of all sectors of the economy.

30% would like to introduce the discipline of learning how to use MS Excel for later use in practice.

Know how to use MS Excel functions

- * Know how to present the results in graphical form

- * Be able to do primary data analysis

- * Know how to work with macros

- * be able to create and process spreadsheets in MS Excel.

19% of respondents want to implement a minor related to SMM training and targeting. The SMM manager is responsible for content on social media. Today SMM specialists are in high demand in creative and advertising agencies, as well as in companies of famous brands.

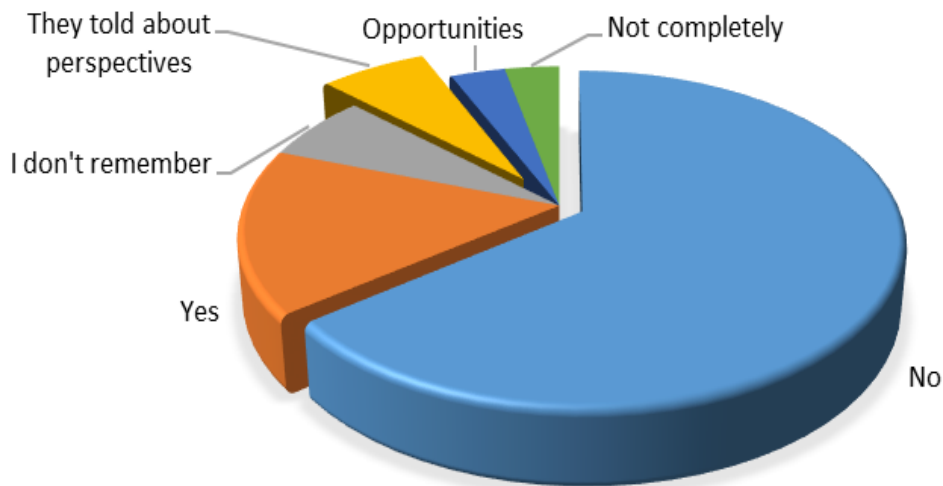
16% of respondents are in favor of the university introducing disciplines to enhance personal growth. Learning about oneself and increasing one's inner potential and creativity would help students at university. This discipline would help improve their stress tolerance, awareness of the principles of success in life, and more.

6% of students would like to have the opportunity to study a second foreign language in addition to English. Learning languages is a great exercise for the mind, which will allow you to think quickly, flexibly, and logically.

The benefits of learning a second foreign language are an extensive vocabulary and the development of memory capabilities. The process of learning a new linguistic system, logic, graphics, orthoepy, vocabulary, and grammar develops intellectual abilities.

Expanding the boundaries of the world with which you can communicate freely while traveling, and a real opportunity to get an interesting high-paying job, fast successful career growth.

9. DID THE UNIVERSITY MAKE YOU AWARE OF THE JOB PROSPECTS AND RISKS FOR STUDENTS UPON GRADUATION FROM THE MANAGEMENT PROGRAM?



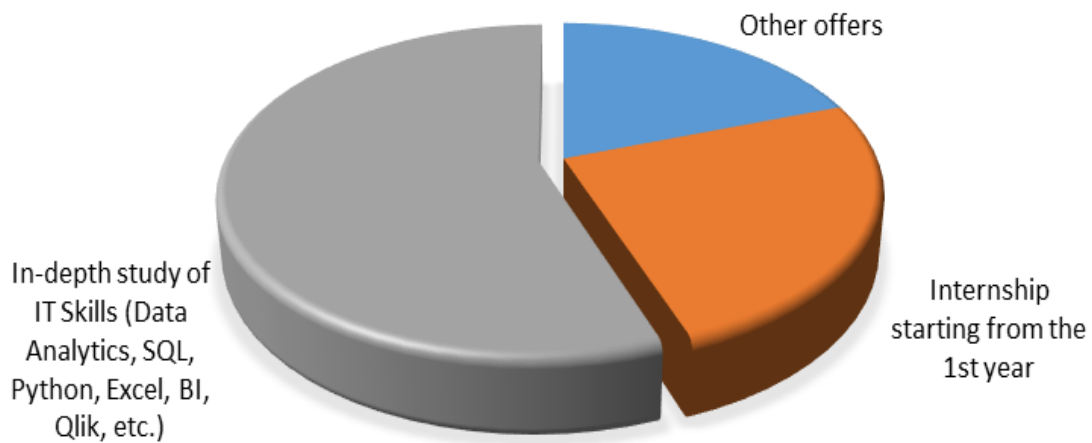
Each entrant must know the need and the dynamics of demand for the need of their specialty. The responses of the respondents revealed:

74% did not know about the risks of admission. Hence the conclusion: respondents did not know about the risks of employment, so the number of entrants is high. Ignorance of knowledge of the risks is a factor in entering the specialty of management.

19% heard the risks when entering.

7% did not remember.

10. HOW SHOULD CHANGES BE MADE TO THE MANAGEMENT PROGRAM?



We must understand that any curriculum is not perfect and should always consider any changes that would only improve the program itself. Also, suggestions from the graduates themselves can be helpful and constructive. In this question, we will look at the most popular answers

One of the most common answers is to study in-depth IT Skills, specifically technical skills. Under the concept of IT skills, we can introduce data analytics, SQL, and Python. Many large companies use in addition to the basic Excel, data analytics software with BI, and Qlik, which students do not know or the level of skill does not correspond to the basic.

The second popular answer was internship - since the specialty is more focused on practical skills and soft skills. The main recommendation was to introduce an internship of 1 to 2 months at different major companies from the 1st - year.

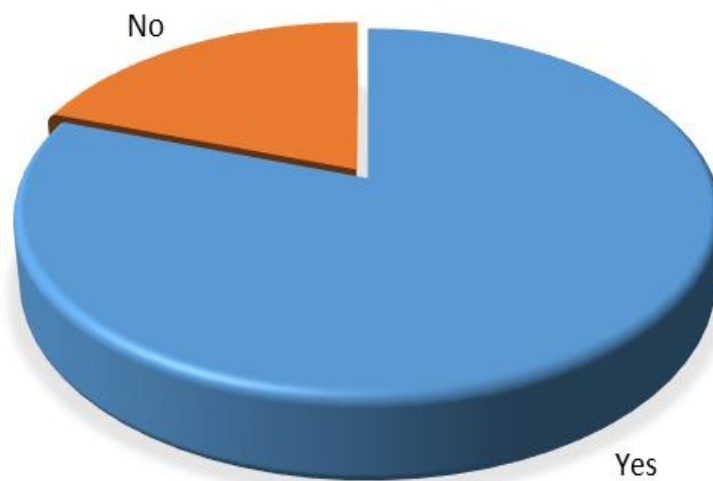
Teachers practice in the field of management and communications, working as project managers, heads of companies, and CEOs of companies.

And the last popular answer is to study Excel in-depth, understand the financial statistics of companies, analyze the current situation, give analytics and read out information and give constructive solutions

Analysis of survey results for KAZGUU graduate students of management 2017-2021

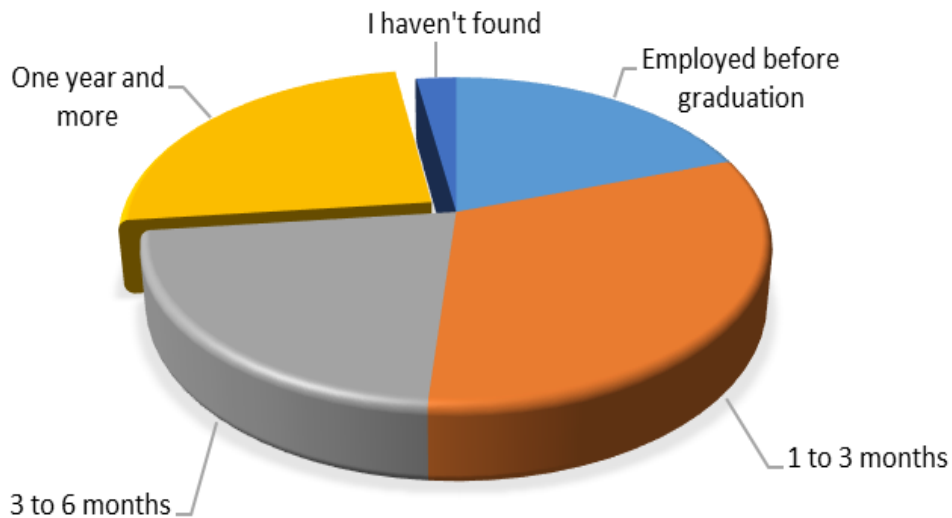
Of the 103 graduates surveyed, 41 respondents answered us, based on the results the survey was analyzed and conclusions were made.

1. DO YOU WORK?



In today's world, the problem of employment is becoming more and more pressing. Many graduates face the problem of employment. Observing the results of last year's 2016-2021 survey of 41 respondents, 80.5% of those surveyed are employed. 19.5% still have not found a job or are not employed at all. To determine the quality, place, and skills of management graduates, a survey with analysis was conducted.

2. HOW LONG HAVE YOU BEEN LOOKING FOR A JOB AFTER GRADUATION?



I was already employed or received an offer before I graduated - 19.5%

1 to 3 months - 31.7%

3 to 6 months - 22%

One year or more - 24.4%

Have not found any - 2.4%

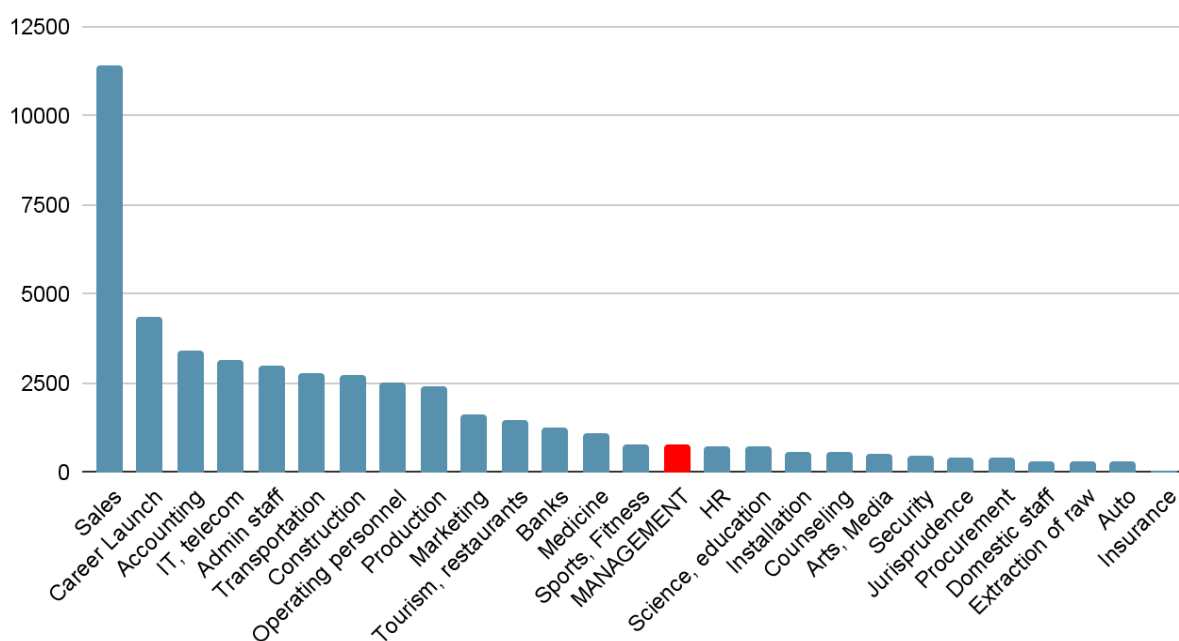
According to the data we received from the respondents, we see that the highest percentage of job searches was from 1 to 3 months. From this, managers find work not as hard as it would seem, but how well it is paid and how young professionals who graduated in management are successful in professional activities we have analyzed in the questions below. We also got to see how many graduates went to work in management.

The data gave us to understand that the majority of graduates searched for work long enough from 6 months and more than a year. There is no universal time of job search, but we can conclude:

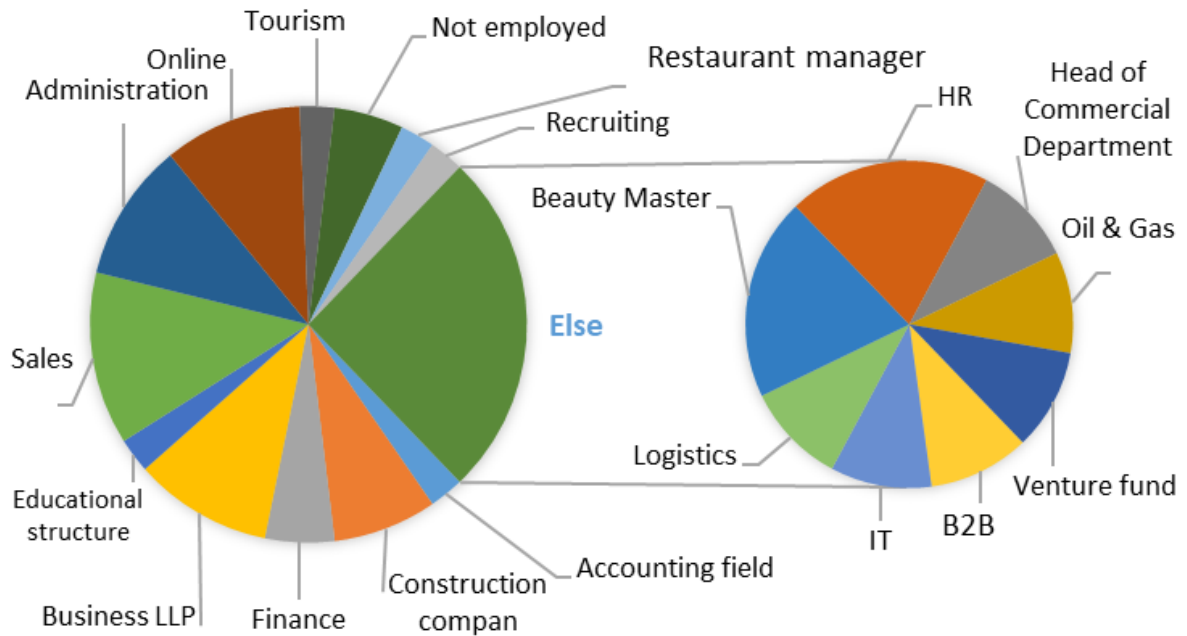
The relevance of the management profession in the market is not high. The graduates of previous years have fallen under the reduction if we take into account the situation with the pandemic. Companies, restaurants, hotels, and small and medium-sized businesses suspended operations. It was harder to find a job.

2. According to the official job search website Head Hunter the list of jobs in the professions of management and human resource management ranked 15 and 16 out of 27. We can see that specialists in IT and accounting are in high demand. We can also see that tourism is more in demand for management in Kazakhstan in the labor market.

The section on jobs in Kazakhstan on the official site Head Hunter



3. IF YOU WORK BY WHOM AND IN WHAT FIELD?



15% of respondents answered that they work in sales. Most likely they are employed as sales managers. The main function of a sales manager is very clear. It consists of selling the company's products by promoting them to the marketplace. The profession of the sales manager is among the most in-demand. The reason for this situation is obvious: such a specialist is needed for almost any participant in the market, regardless of the specifics and scope of the IE or organization.

11% of respondents work in private businesses, LLP. Every coin has two sides, and the business has its disadvantages. The entrepreneur has a responsibility to his employees, bank, partners, and control structures. If something happens, you only have yourself to blame. The good thing about being hired is that the boss is responsible for the employee.

11% of KAZGUU management graduates work in administration. Business administration or business administration is the process of managing a business. It includes all aspects of the control and supervision of business operations and related areas, including accounting, finance, and marketing. Administration is a core part of the management curriculum.

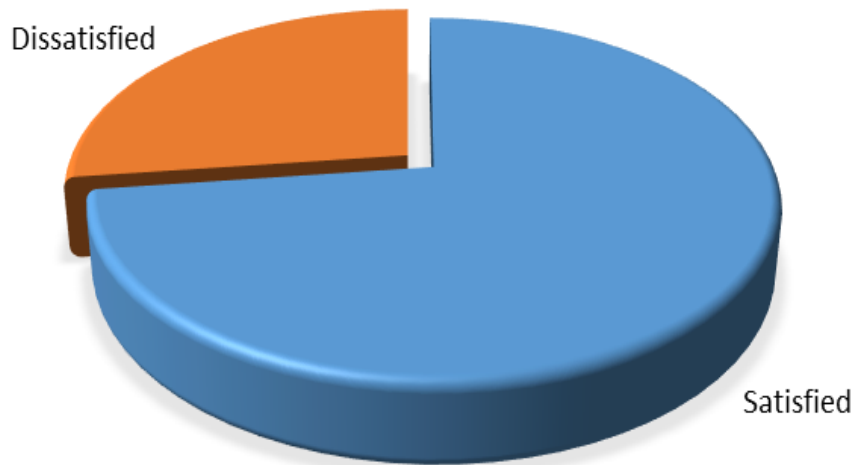
11% of those surveyed work in the now popular field of SMM, targeting, marketing, and production.

6% work in construction companies.

6% are not employed at all, for various reasons.

The remaining responses were as follows: in accounting, in an educational structure, venture capital fund, head of commercial unit in the IT field, HR specialist, work in logistics, recruiting, oil and gas industry.

4. ARE YOU SATISFIED WITH YOUR WORK?

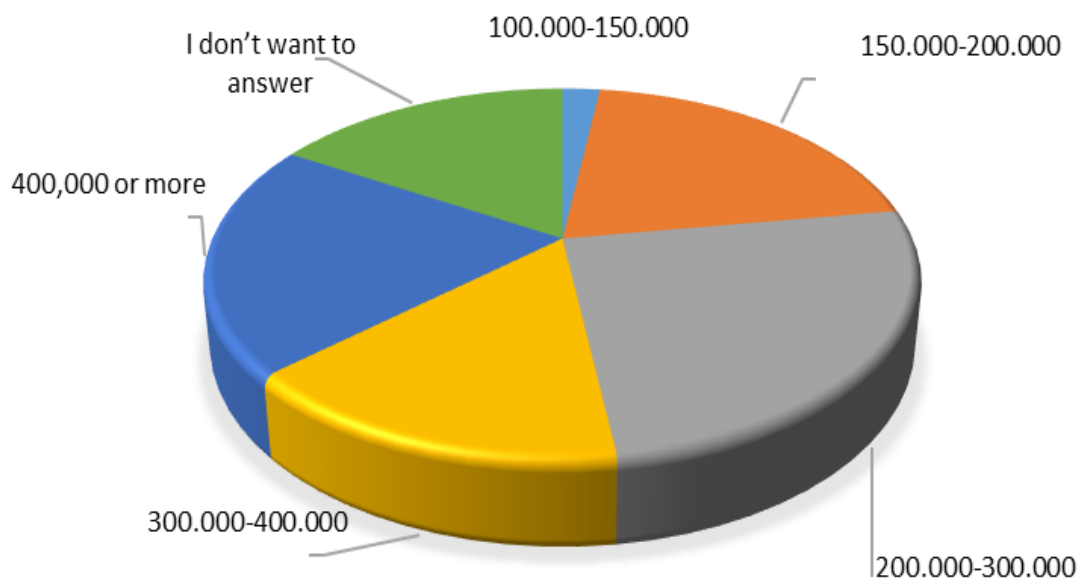


73% of respondents are satisfied with their work, which is a rather high percentage, and it cannot help but make them happy.

4% of respondents do not work at the moment.

The rest answers were written by respondents who graduated in management specialty, and their answers are as follows: "I work not by specialty, it turns out I studied in vain". It is difficult to find a job after graduation, I searched for about a year. Everywhere low wages, on the good knowledge received." "No career growth, small salary."

5. WHAT IS YOUR INCOME?



25% of respondents answered that their salary is 200-300.000 tenge.

20% of respondents have a salary of 150-200.000 tenge.

22% of respondents have a salary of 400 000 KZT and more.

15% of respondents earn 300-400,000 KZT per month.

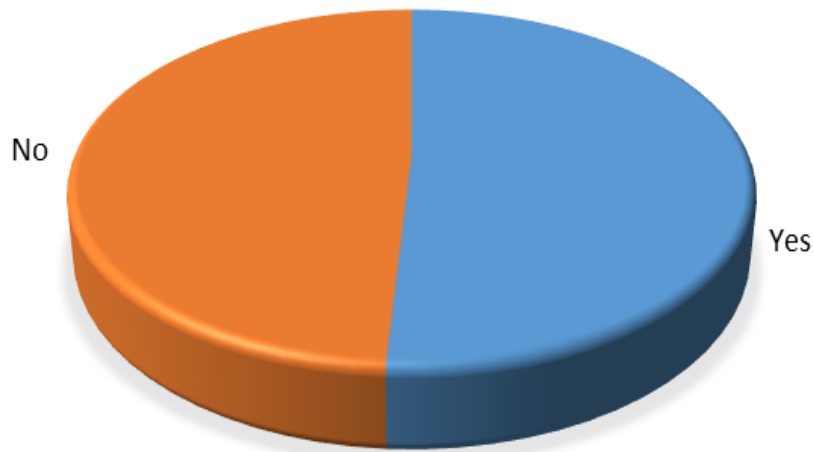
2% of respondents earn 100-150.000 tenge.

16% of respondents refused to answer our question.

Note that the minimum wage in Kazakhstan increased by 41% from 42,500 tenge to 60,000 tenge effective January 1 this year.

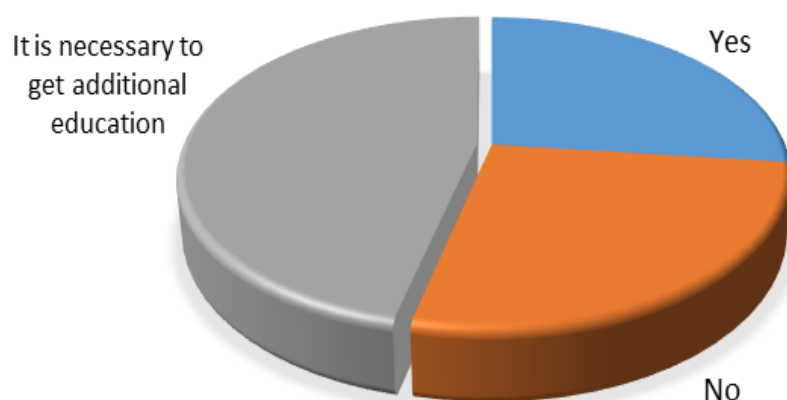
Accordingly, we can conclude that graduates of management specialty earn an average of 200,000 tenge.

6. DO YOU FEEL THAT THE SPECIALTY YOU HAVE LEARNED
PLAYS A KEY ROLE IN YOUR ACCOMPLISHMENTS AT WORK?



Consider accomplishments at work. 51% of graduates believe that knowledge of the management major helps them achieve success on the job, regardless of their field of work. 49% believe that their success is not related to the knowledge and skills of the management specialty. Accordingly, we can say that their professional self-determination was wrong. We also assumed that when choosing a university and after admission studying management, they do not know where their knowledge can be applied.

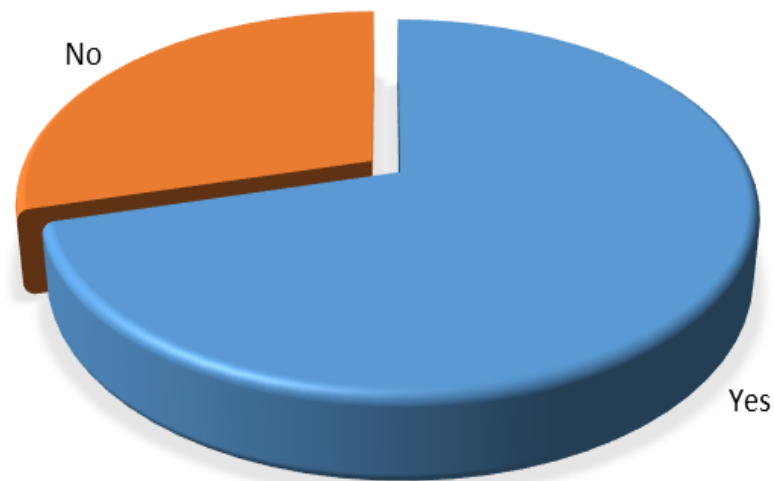
7. DO YOU THINK THAT A DEGREE IN MANAGEMENT IS ENOUGH TO BECOME A DAMENDED AND COMPETENT PROFESSIONAL?



Most people 46% believe that it is necessary to get additional education. Implementation of additional education, is comprehensive, meeting the needs of professional improvement. If many people believe that additional education is so necessary, it means that KAZGUU graduates need to increase their professional knowledge, which is important to get.

Additional education will serve the good learning and aspirations of the current generation. Also, instill the habit of learning. What is meant by additional education? How and why it is needed, we will indicate in our recommendations.

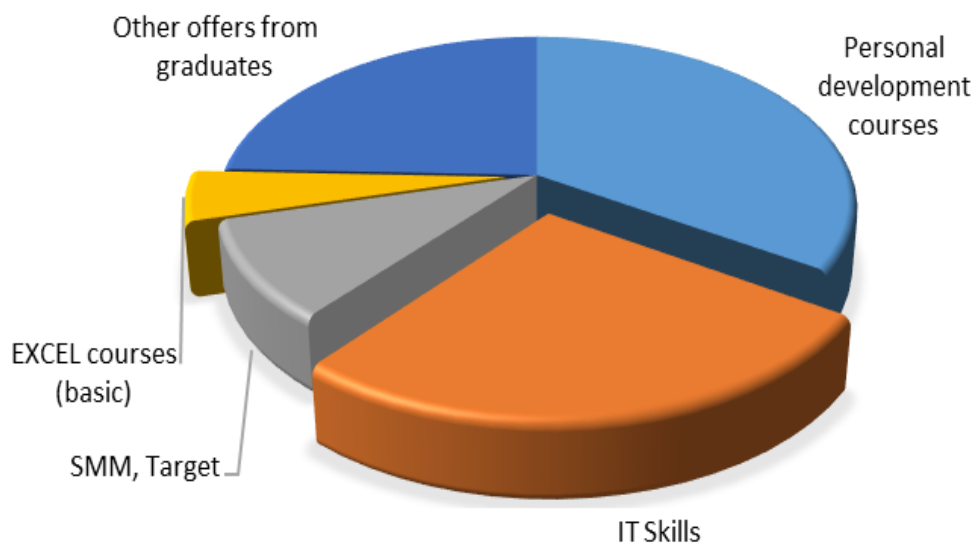
8. WAS THE KNOWLEDGE IN KAZGUU USEFUL TO YOU?



To this rather simple question, respondents were divided into two camps: 70% responded that the knowledge gained at university was useful to them, and 30% of respondents said that the knowledge gained during their studies was not useful to them.

We can conclude that most graduates are satisfied with their chosen specialty and university.

9. WHAT WOULD YOU RECOMMEND TO CHANGE IN THE MANAGEMENT PROGRAM AT KAZGUU?



34% of respondents would like to add personal growth courses to the management program. Most likely this course would be as a discipline rather than an entire minor. But one way or other students want to take this course, the course helps a person to go through the stages of personal growth, allows them to go beyond the standard thinking, and become freer.

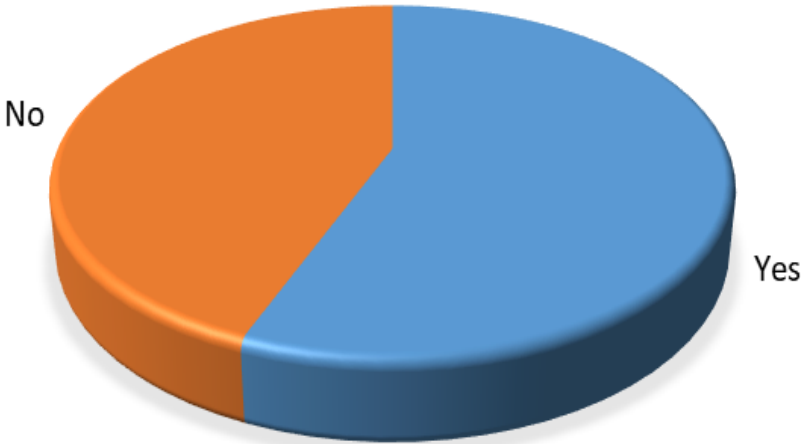
27% of management graduates recommend adding IT skills courses to the program.

7% of graduates would like to add SMM and target courses to the curriculum.

Respondents further wrote their answers and they were tracking: "More programs for employment in the regions beyond Nur-Sultan", "A lot of generalized disciplines(obligatory). More marketing courses. We had only five. Including add, courses on technical part (graphic design, presentation techniques, etc.)", "Negotiation skills", "EXCEL courses (basic), add more courses related to Accounting".

The alumni did make good recommendations to improve the discipline and most opinions agree on acquiring IT skills and personal growth courses.

10. IF THERE WAS AN OPPORTUNITY TO CHANGE MAJORS, WOULD YOU CHANGE YOUR CHOICE?



Every student thought about the right choice of their specialty, in our survey this is evident because you will never be completely sure of your choice. Among all respondents to the question if it was possible to retrain for another specialty as much as 43.9% responded positively and agreed to change the specialty. That is practically 45% of university management would like to retrain, and I think this statistic will be high everywhere. Only in the future, we can understand the correctness of this choice. It follows that the facts may not be satisfied with the training and the program itself, as the figure of 45% in itself is very high, we can build a hypothesis that there are some problems with employment in major international companies among students who graduated from the management program.

11. HOW SHOULD CHANGES BE MADE TO THE MANAGEMENT PROGRAM?



Positive changes can always affect the program, especially from Alumni University, because they have gone through the whole program and understand its features, pluses, and most importantly the disadvantages. One of the main proposals was to emphasize the practice, and in practice to show the basics of management. To quote one of our responses "Remove the 100 types of management, where the same content and do project work in a team. Create a startup, start an enterprise, transform a crisis business."

And these are the majority of answers because management, like other disciplines, must be taken into practice and for this, you need to create space and tasks.

Courses of personal efficiency - one of the requests is training from entrepreneurs, large local top managers who can directly tell and show in practice real cases and share their personal experiences.

To update the management program and follow current trends - at the moment it is IT management, to teach work with start-ups to study more creation and organization of management culture in companies. Now IT is becoming arch-demanded in the world as well as in Kazakhstan.

The reasons for the popularity of the management program.

The Management curriculum is quite broad and multifaceted. After graduation, you can choose any sphere of activity: from municipal management to private business. This is one of the main pluses of management, you don't limit yourself to a specific branch of the economy. This means that there are much more opportunities to find a good job. And this is one of the main reasons to choose this specialty you are not limited in choosing which direction to go further.

To date, the labor market shows that the most in-demand profession is a manager. The relevance of this type of activity lies in its versatility. Management graduates receive a set of fundamental knowledge, abilities, and practical skills in different spheres, particularly in economics, marketing, advertising, etc. Moreover, any company that is focused on active business development needs a savvy manager. Hence the moral: there will always be a demand for effective managers.

We can break down the pros of this specialty and identify the main reasons

Pros

- Good prospects for career growth.
- High demand in various spheres.
- The opportunity to earn well.

- Constant communication with different people, earning useful connections.
- Mobility - frequent business trips and meetings are possible.
- A lot of different directions.

The problem of low employment of graduates of the management program.

The employment of the graduates of the management program is a very pressing issue. Management is a broad specialty. The specialty allows you to work in many areas of the economy. First of all, the manager is management. The first problem of low employment is:

1. Not every manager is a manager. The manager must understand the processes of the company or enterprise in which he came. These processes must be organized and controlled by the manager, which requires a narrow knowledge of the field in which the manager goes. Managers get a wide range of knowledge, a little bit of everything. A person will not be able to manage where he does not know the complete process.

2. Students of 1-2 years are not immersed in detail in the tasks that need to be done in the workplace. These students, when they graduate, don't know and have no idea what kind of requirements employers expect from bachelor's degree graduates in management. Students come in streams not knowing about the demand for management specialists when they enter university. From this comes an oversupply of management specialists. Not knowing where the knowledge of KAZGUU management graduates can be applied.

3. Graduates have no technical training, as the specialty is multifaceted.

4. Little inculcated ability to innovate. Management staff management needs to know about new technologies in practical application.

5. Lack of vacancies with professional knowledge of management specialty

The reasons for the low employment rate of management students compared to other majors.

As a result of an analysis of the largest job search portal, Head Hunter, we found that management is not even in the top 15 specialties in terms of demand. That is the fact that the managers are one of the least demanded specialists in the labor market and it is the reason for the low employment of graduates compared with other specialties. That is, if a graduate wants to work by specialty, it will be more difficult for him/her to find a job than for a graduate of a tourism program.

It's also worth noting that specialist managers do not have such a narrow and specialized education in comparison, for example, to specialists in finance and accounting. Because, the task and functionality of the above-mentioned specialists are often clear and distinct, while the responsibilities of specialist managers may not have clear boundaries.

Recommendations based on the analysis

1. To improve work on clarifying the meaning, essence and ideas of the educational program for university entrants.

The admission committee and the university should intensify the work on clarification of the idea, meaning, and essence of the educational program management for applicants. That is, members of the admissions committee should provide more information about the program of study and the specialty as a whole. For example, the university can give data on the position of management specialists in the labor market. Because, according to the results of the survey, many students chose Management because of the relatively easy process of learning. This recommendation will allow applicants to make an informed decision when choosing a future specialty, and the university will limit the number of students who are not interested in training. Also, the results of the survey showed that about 39% of students were thinking about transferring to another specialty. Also, 74% of students at admission were not informed about the possible risks of employment. We believe that this arose because of the lack of information about the

educational program. That is, this recommendation will reduce the number of those who want to change their specialty during their studies.

2. To identify and exclude the least useful and unnecessary disciplines.

The results of the survey showed us that the main disadvantage is the opinion of students is "overloading" the program with a large number of disciplines, which, in their opinion, are not the most necessary for the Management program. Based on the data presented, we recommend the university work on the identification and subsequent elimination of some disciplines that may not be the most necessary and necessary for management students.

3. To supplement the educational program with the most relevant and useful disciplines.

Based on recommendation number 2, we want to propose that the university, after "unloading" by excluding some disciplines supplement the educational program with more necessary and relevant disciplines. For example, the result of the survey showed that 30% of students would like to study a Minor in IT. Similarly, 30% of surveyed students would like to receive additional education within their specialty in the field of Microsoft Excel and similar programs. We believe that the introduction of the above changes in the form of additional disciplines will help the university to prepare professionals with current skills.

4. To add new disciplines for the personal growth of students.

Based on our survey among KAZGUU management program graduates, we would like to recommend the university introduce a compulsory discipline Course of Personal Growth or any other course that will be aimed at helping students to develop their personal qualities. 34% of surveyed respondents, responded that they would advise the university to do just that. In turn, we believe that the course would not be an additional problem for students, as it would not carry any academic load, and this course could replace another discipline for all ISE students, which students and university administration would consider the least important. For example, we all know that until 2022 there was a subject called

"Self-Knowledge" in the curriculum of schools in the Republic of Kazakhstan. And in our opinion, this subject was useful and for some even necessary. That is, the course that we propose should become a kind of "Self-Knowledge" for the students of the ISE KAZGUU.

Conclusion

In our diploma work we conducted a huge work related to the study of management specialty, we interviewed more than 150 people, these are current students of management specialty, and graduated university, through our survey we identified the basic needs of current students, and what students of previous years lacked, also students shared specific suggestions to improve the specialty that can increase their chance of employment in comparison with other specialties. Our main recommendations were to improve the admissions office, eliminate and add more relevant disciplines for managers' jobs. Based on the level of employment, the amount of time to find a job, and the level of wages, we can conclude from our thesis that the quality of employment is low compared to other majors. Despite the critical presentation, the management program is good and very strong, it just has lower scores compared to other majors.

We hope that our research will be useful for ISE administration to make some positive reforms in the management program.

Bibliography

1. KAZGUU Higher School of economics (2018) *Catalog of the Higher School of economics for 2018-2019*. Retrieved 24 March 2022;
2. KAZGUU.kz *Бакалавриат | Высшая школа экономики*. (2022). Retrieved 9 May 2022, from <https://hse.kazguu.kz/ru/bakalavriat-obrazovatelnye-programmy/>;
3. KAZGUU.kz *Менеджмент | Высшая школа экономики*. (2022). Retrieved 9 May 2022, from <https://hse.kazguu.kz/ru/management/>;
4. Специальность Менеджмент бакалавриат в вузах России (38.03.02): *проходные баллы, стоимость, профили, куда поступить*. (2022). Retrieved 9 May 2022, from <https://vuzopedia.ru/spec/69>;
5. MBA Информационный менеджмент (CIO) - программа обучения по специальности информационные менеджмент в Школе IT-менеджмента ИЭМИТ РАНХиГС | Школа IT-менеджмента ИЭМИТ РАНХиГС | MBA CIO (МБА) | IT менеджмент. (2022). Retrieved 19 May 2022, from <http://itm.ranepa.ru/mba-cio>;