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## **ABSTRACT**

**Track** - Alliances and partnerships where focus will be on the cooperation among educational institutions, governmental and international agencies and corporate partners that have led to successful projects.

## **TOPIC**

### **Model of forming a partnership between business education and non-producing sectors**

**Outline of the topic** – Nowadays when economic and financial crisis has forced many industries to survive the bigger attention should be given to non-producing sectors and the ability of business education to create alliances with those industries to help them to participate in the economy recovery.

**The purpose** - To define specters of cooperation between business schools and representatives of new markets – information technologies, media, art, theater, and other that are considered to be creative ones in order to help them to grasp business knowledge with the aim to be a part of the economic development process.

**The type of research** – The methodological bases of the paper are theoretical statements of the researches that have been conducted earlier and have served as the base for the sociological research conducted in Almaty in 2011-2012.

**Data sources** are taken from own research, the Kazakhstan National Agency on Statistics, local and international media, and authors that mention the issues in their works.

**Research method** includes conducting sociological research and develops its results with the help of Mathematical Statistical prognosis and modeling.

**The key results** – Development of new business courses that should be based on specificities of mentioned industries. The authors are intended to build the model of forming an image of a business representative for such industries on the basis of the regression analysis of the research.

### **Principle references**

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Kozminski Andrzej K. 2012 “The new revolution in management education? Who, where and when will make it happen?”

Mintzberg H. 2004 Managers not MBAs: A Hard Look on the Soft Practice of Managing and Management Education London: Pearson Education

Siegel Andrew F. 2002 Practical Business Statistics: Moscow: Williams

**Multiple keywords:** management education, creative industries, service producing industries, business courses, new curricula development, alliances of business schools and new markets.

### **Description of the topic**

In the economy the distribution of income is assumed to be fair by sharing it due to participation of entities in creation of the national product. All of the time, since that economic thought has been pronounced, the most importance has been given to those sectors that produce tangible products. This is relatively fair until the production sector cares or shares its results with those who do not produce tangible products but are also representatives of the same society and who, relying on the principle of equality between all members of the society, should be able to possess their own “slice of the pie”.

But in reality that situation is not such an ideal one as in many economies the existence of such industries like education, art, medicine, and some others is defined on the “remnants principle”. That situation existed in the former Soviet countries, and the government took care about those industries. Today during the turbulent times this issue has become very acute as new economies have not still developed mechanisms of sharing national income between all entities of the society. Largest part of it still remains in the producing industries, and they are often unable to support non-producing ones. That is why many of “non-producing” people should invent some ways to survive and be able to have their part of the national income.

Any system whether it is a biological, social, production, or information one during the process of its existence has certain changes related to internal and external factors. For the current moment of time the most actual are social researches in the sphere of building business education of the new type to pursue satisfaction of any system’s needs during the process of its development along with the efforts of this system to satisfy needs and wants of its consumers.

Conducted research on obtaining business education by “creative” people has allowed building a model of forming an image of a business representative for “creative” industries – suppliers of services from non-producing industries – medicine, mass-media, art, design, and others on the basis of the research analysis.

This model will allow creating new courses for preparing such representatives that would work on behalf of producers of “intangible” products – medical services, art and theater creations, and others. These courses should be developed having in mind specificities of mentioned industries.

It is obvious that an alliance between business education (business schools) and non-producing sectors should be created as by today only few have been touched that sphere of preparing business representatives under the request of such industries. The biggest success of such an alliance can be seen in mutual benefits as, educating “creative” people, businesses can gain some “artistic” skills or knowledge. As a result the atmosphere of creating business elite can be established who in its own turn will be able to support non-producing sector through conducting and developing projects.

The research is intended to study the needs of such industries and allow them to participate not only in creating the national income but also in having its results. It seems fair to educate such people and in this case the role of business schools is very obvious – they could be partners to non-producing industries and create on the basis of their regular courses new ones that would serve that noble idea.