MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Ural State University of Economics

Approved
at the meeting of the department

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protocol № 4

Department head Bannykh S.G.

Approved
The Council on Educational and
Methodological Issues and Education Quality
of Education

14 December 2022

protocol №4

Chairman _____ Karkh D.A.
(signature)

PLACEMENT PROGRAM

Form of internship	Academic
Type of placement	Introductory
Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Mode of study	Full time
Enrollment year	2023

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Yekaterinburg
2022

CONTENTS

INTRODUCTION

The placement   program is part of the main professional educational program of higher education - the master's program, developed in accordance with the Federal State Educational Standard of Higher Education

FSES of HE	Federal State Educational Standard of Higher Education - Master's degree in the direction of preparation 04/38/02 Management (order of the Ministry of Education and Science of Russia No. 952 dated 08/12/2020)

1.PURPOSE, FORM, TYPE, METHOD AND FORMS OF PLACEMENT

The goal is to form competencies in accordance with the types of professional activities that the program is focused on, for readiness to solve professional problems.

Form of placement   Academic

Type of placement   Introductory

Mode of holding: stationary

Forms of holding :

Placement can be carried out using distance learning technologies and e-learning.

2.THE PLACE OF PLACEMENT S IN THE CURRICULUM STRUCTURE

Placement is in the variable part of the curriculum

3. SCOPE OF PRACTICE

Intermediate control	Hours				Credit
	Total for a semester	Contact work. (Academic study)		Independent work including preparation of control and coursework	
		Total	Practical lessons, including course design		
Semester 1					
Graded credit	108	2	2	106	3

4. LEARNING OUTCOMES

On placement completion, student should develop the competencies in accordance with the FSES of Higher Education

Code and name of competence	Competence achievement indicators
UC-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	ID-1.UC-1 Know: methods of critical analysis; system approach methodology; methods of identifying a problem situation
	ID-2.UC-1 Be able to: identify problem situations, search for information and solutions
	ID-3.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
UC-2 Able to manage a project at all stages of its life cycle	ID-1.UC-2 Know: the principles of the design task formation within the framework of the designated problem; basic requirements for project work and criteria for assessing the results of project activities
	ID-2.UC-2 Be able to: develop a plan for the implementation of the project, taking into account the possible risks of implementation and the possibilities of their elimination; plan necessary resources
	ID-3.UC-2 Have practical experience in monitoring the progress of the project; correction of deviations; making changes to the project implementation plan
UC-3 Able to organize and manage the work of a team, developing a team strategy to achieve the set goal	ID-1.UC-3 Know: teamwork strategies; ways and methods of selecting team members to achieve the goal
	ID-2.UC-3 Be able to: organize and adjust the work of a team, including on the basis of collegial decisions
	ID-3.UC-3 Have practical experience in organizing and managing team interaction in solving set goals; experience in overcoming emerging
UC-4 Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction	ID-1.UC-4 Know: modern communication technologies; business written communication standards; principles of drawing up standard business documents for academic and professional purposes in Russian and foreign languages
	ID-2.UC-4 Be able to: establish contacts and organize communication in accordance with the needs of joint activities; draw up business documentation in accordance with the norms of the Russian language
	ID-3.UC-4 Have practical experience in presenting the results of research and project activities at various public events; participation in academic and professional discussions in a foreign language
UC-5 Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	ID-1.UC-5 Know: the basics of social interaction aimed at solving professional problems; mechanisms of intercultural interaction in society
	ID-2.UC-5 Be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction, taking into account national, ethnocultural characteristics

UC-6 Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	ID-3.UC-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethnocultural characteristics; intercultural skills taking into account the diversity of cultures
UC-6 Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	ID-1.UC-6 Know: theoretical and methodological foundations of self-development, self-realization, use of creative potential; the basics of planning a professional trajectory; technologies and methods of self-assessment
	ID-2.UC-6 Be able to: determine the priorities of professional activity and ways to improve it on the basis of self-assessment; develop, control, evaluate and research the components of professional activity; plan independent activities in solving professional problems
UC-6 Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	ID-3.UC-6 Have practical experience in determining the effective direction of action in the field of professional activity; making decisions at the level of their own professional activities; planning your own professional activities

5.TOPICPLAN

Stage	Hours						
	Stage name	Total hours	Contact work. (Academic study)			Samost. Work	Control of independent work
			Lectures	Laboratory	Practical lessons		
	Semester 1	37					
Stage 1.	briefing in methodology and theory	37			2	35	
	Semester 1	42					
Stage 2.	Substantiation of the practical relevance of the research problem for the organization under study	42				42	
	Semester 1	29					
Stage 3.	Generalization and evaluation of the results obtained in the process of solving communication problems using information technology.	29				29	

6.ASSESSMENT METHODS AND ASSESSMENT SCALE

Section / Stage	Evaluation tool type	Description of the evaluation tool	Evaluation criteria
Current control			

Stage 1, 2, 3	Analytical report	The structure of the theoretical, methodological and practical substantiation of the research problem	The following skills are assessed: - substantiate theoretically and methodically the approach to studying the research problem (50%) - substantiate the practical significance of studying the problem for the organization (50%)
Intermediate control			
2 semester (Credit)	Placement report with Appendices	Description of the place (organization), Appendices Report presentation, questions related to analytical report	The following skills are assessed: - substantiate theoretically and methodically the approach to studying the research problem (50%)

DESCRIPTION OF THE ASSESSMENT SCALES

Current control. 100-point system is used for evaluation. During the placement, placement leaders from the relevant organization and the university exercise control in accordance with the joint plan and the individual plan of the student. In student report, the percentage of completion and the mark "completed / not completed" are put.

Intermediate assessment. The rating sustem is used for evaluation. Student work is graded by the placement leader in the university according to the existing assessment scheme.

The rating is transferred into marking by the following rating system

High level - 100%-70% - excellent, good, pass

Average level - 69%-50% - satisfactory, pass

Score indicator	On a 5-point system	Characteristics of the indicator
100% - 85%	Excellent	have theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	Good	have theoretical knowledge in full, understand, independently are able to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Deficiencies may be made, corrected by the student independently in the process of work (answer, etc.)
69% - 50%	satisfactory	have general theoretical knowledge, are able to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results at an average level. Mistakes are made that the student finds it difficult to correct on their own.
49% or less	unsatisfactory	have an incomplete amount of general theoretical knowledge, do not know how to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and skills for solving professional problems are not formed
100% - 50%	pass	the characteristic of the indicator corresponds to "excellent", "good", "satisfactory"
49% or less	fail (non-pass)	the characteristic of the indicator corresponds to "unsatisfactory"

7.CONTENTPRACTICES

7.1. Content of lectures

Stage 1. Theoretical and methodological substantiation of the research problem
Organizational issues at the stages of internship

7.3. Content of independent work

Stage 1. Theoretical and methodological substantiation of the research problem
The study of
- regulations on the requirements for the preparation of practice reports http://dmag.usue.ru;
- the practice program (website of the department http://meu.usue.ru)).

Stage 2. Substantiation of the practical relevance of the research problem for the organization under study
1. Mastering the methods of competitive analysis (PowerBranding.ru):
2. Building a model of 5 forces of competition by M. Porter http://powerbranding.ru/shablony/
Calculation and construction of the competitiveness polygon

Stage 3. Generalization and evaluation of the results obtained in the process of solving communication problems using information technology.
1. Preparation of a placement   report.
2. Report presentation.

7.3.1. Joint work schedule for the practice

Joint work schedule for the practice
Annex 1

7.3.2. Individual assignment
Individual assignment
Appendix 2

7.3.3. Bank of assessment tools for intermediate certification of students in practice
Appendix 3

7.4. Placement report
Appendix 4

8. ORGANIZATION OF PLACEMENT FOR STUDENTS WITH DISABILITIES

Practiceforlearnerswithlimitedopportunitieshealthanddisabledheldwithtaking into accountfeaturestheirpsychophysicaldevelopment,individualopportunitiesandfortuneshealth.

Bya statementstudent

VpurposesaccessibilitypassingpracticeprofileorganizationandUSUEprovidethe followingconditions:

-specialorderpassingpractices,withtaking into accountfortunestheirhealthvforms,adaptedTorestrictionstheirhealth;

-applicationremoteeducationaltechnologies,whichenvisagepossibilitiesreception and transmissioninformationvavailableforthemforms.

-access(remoteaccess),Tomodernprofessionalbasesdataandinformationreferencesystemscompositi onwhichdefinedworkingprogrampractice.

9. KEY AND ADDITIONAL LITERATURE

USUE library site

http://lib.usue.ru/

Key literature:

1. Данько Т. П., Данько Т. П. Электронный маркетинг:учебное пособие для студентов, обучающихся по экономическим специальностям. - Москва: ИНФРА-М, 2003. - 376

2. Ашомко М. М., Данько Т. П. Маркетинг:хрестоматия: учебное пособие для студентов вузов, обучающихся по экономическим специальностям и направлениям. - Санкт-Петербург: Питер, 2004. - 1130

3. Липсиц И. В., Липсиц И. В. Маркетинг-менеджмент:учебник и практикум для бакалавриата и магистратуры : для студентов вузов, обучающихся по экономическим направлениям и специальностям. - Москва: Юрайт, 2017. - 378

4. Данько Т. П. Управление маркетингом [Электронный ресурс]:Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 521 – Access: https://urait.ru/bcode/489034

Additional literature:

1. Агабабаев М. С. Бренд-менеджмент [Электронный ресурс]:учебное пособие. - Екатеринбург: Издательство УрГЭУ, 2020. - 139 – Access: http://lib.usue.ru/resource/limit/ump/20/p493239.pdf

2. Бренд-менеджмент. Курс лекций. Тема 1. Сущность и значение бренда [Электронный ресурс]:. - Екатеринбург: [б. и.], 2021. - 1 – Access: http://lib.wbstatic.usue.ru/202109/40.mp4

3. Бренд-менеджмент. Курс лекций. Тема 2. Разработка бренда [Электронный ресурс]:. - Екатеринбург: [б. и.], 2021. - 1 – Access: http://lib.wbstatic.usue.ru/202109/41.mp4

4. Пономарёва Е. А. Бренд-менеджмент [Электронный ресурс]:Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 341 – Access: https://urait.ru/bcode/489174

10. INFORMATION TECHNOLOGIES, INCLUDING LICENSED SOFTWARE, INFORMATION REFERENCE SYSTEMS, ONLINE COURSES

Licensed software:

Astra Linux Common Edition. Contract No.1dated 13 June 2018, Act dated 17 December 2018. The license is valid till unlimited period.

My Office Standard. Agreement No.SK-281dated 7 June 2017. The license is valid till unlimited period

Libre Office. License GNULGPL. The license is valid till unlimited period .

Microsoft Office 2016 Agreement No.52/223-PO / 2020 dated 04/13/2020,Act No.Tr000523459 dated 10/14/2020. The license is valid till 30.09.2023.

Microsoft Windows 10. Contract No.52/223-PO/ 2020 dated 04/13/2020, Act No.Tr000523459 dated 10/14/2020. The license is valid till 30.09.2023.

Iinformation reference systems, internet resources

Reference and legal system Consultant+. Contract tNo.163/223-U / 2020 dated 12/14/2020. The license is valid till 12/31/2021

Reference and legal system Guarantee. Contract No.58419 dated 22 December 2015. The license is valid till unlimited period

11. MATERIAL AND TECHNICAL BASE REQUIRED FOR PLACEMENT COMPLETION

Implementation of placement is carried out with using logistical base of USUE and profile organization (if necessary).

Workersplacesandpremisesforindependentworklearner is equipped with computers with the access to Internet and virtual learning environment of the university and profile organization.

Every premises   is equipped with specialized furniture and multimedia devises, access to information technologies, legal reference systems, electronic library systems, databases and other information resources