**PLACEMENT SPECIFICATION**

|  |  |  |
| --- | --- | --- |
| ***Form of internship*** | academic | |
| ***Type of internship*** | research | |
| ***Field of study*** | 38. 04.02 | Management |
| ***Profile*** | International Business (in English) | |
| ***Credits*** | 3 | |
| ***Assessment*** | credit with grade | |
| ***Department*** | Creative Management and Arts | |
| ***Outline content*** | | |
| |  |  | | --- | --- | | **Curriculum, Section 2.4** **FSES** | Placement fully refers to the variable part of the curriculum | | **Methods of placement (by University regulations)** | time-independent | | **Forms of placement (by University regulations)** | discretely - by types of placement | | **Placement purpose** | To develop competencies in accordance with the types of professional activities targeted in the program, in order to be prepared for solving professional tasks | | **Outline of the joint work schedule and individual tasks.**  **Key events** | **Assessment method** | | Placement leader information | Final report, Part 1 | | Briefings | Final report, Part 2 | | Description of the working place | Final report, Part 3 | | Description of task completion algorithm | Final report, Part 4  Analytical essay  Case solution | | Documents presented on placement completion | 1. Joint work schedule  2. Individual tasks  3. Final report | | |  | | --- | | **Distance learning technologies** | | Applicable (details of application are described in individual tasks ) | | | |
| ***Reading list*** | | |
| **Key literature** | | |
| 1. Кукушкина В.В. Организация научно-исследовательской работы студентов (магистров) [Электронный ресурс]:Учебное пособие. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2021. - 264 – Access: <https://znanium.com/catalog/product/1157859>  2. Тимохина Г. С. Маркетинг-менеджмент [Электронный ресурс]:учебное пособие. - Екатеринбург: Издательство УрГЭУ, 2019. - 200 – Access: http://lib.usue.ru/resource/limit/ump/19/p492523.pdf  3. Емельянова И. Н. Основы научной деятельности студента. Магистерская диссертация [Электронный ресурс]:Учебное пособие для вузов. - Москва: Юрайт, 2022. - 115 – Access: <https://urait.ru/bcode/494080> | | |
| **Additional literature** | | |
| 1. Ермолаев В. А. Введение в научно-исследовательскую деятельность [Электронный ресурс]:учебное пособие для студентов вузов. - Кемерово: КемГУ, 2017. - 69 – Access: <https://e.lanbook.com/book/103931>  2. Данько Т. П. Управление маркетингом [Электронный ресурс]:Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 521 – Access: https://urait.ru/bcode/489034 | | |
| ***List of learning resources including licensed software, information reference database and online courses*** | | |
| **Licensed software**  - Microsoft Windows 10 .Agreement No 52/223-ПО/2020 dated 13.04.2020, Act No Tr000523459 dated 14.10.2020. License expiration date: 30.09.2023.  - Astra Linux Common Edition. Contract No. 1 dated 13.06. 2018. Act dated 17.12.2018. License expiration date: unlimited.  - Microsoft Office 2016. Agreement No 52/223-ПО/2020 dated 13.04.2020, Act No Tr000523459 dated 14.10.2020. License expiration date: 30.09.2023.  - My Office (Standard). Agreement No. SK-281 dated 7.06.2017. Concluded on 07.06.2017. License expiration date: unlimited.  - LibreOffice. License GNULGPL. License expiration date: unlimited.  **Internet resources, information reference database**  In public domain:  - Legal Reference System GARANT. Agreement No. 163/223-У/2020 dated 14.12.2020. License expiration date: 31.12.2021  - Legal Reference System Consultant + Agreement No. 58419 dated 22.12.2015. License expiration date: unlimited | | |
| **Электронный** **каталог** **ИБК** **УрГЭУ**  http://lib.usue.ru/ | | |
| **ЭБС** **издательства** **«ЛАНЬ»**  http://e.lanbook.com/ | | |
| **ЭБС** **Znanium.com**  http://znanium.com/ | | |
| **ЭБС** **Троицкий** **мост**  http://www.trmost.ru | | |
| **ЭБС** **издательства** **ЮРАЙТ**  https://www.biblio-online.ru/ | | |
| **Сетевое** **издание** **«Информационный** **ресурс** **СПАРК»**  http://www.spark-interfax.ru/ | | |
| **Университетская** **информационная** **система** **РОССИЯ**  https://uisrussia.msu.ru/ | | |
| **Архив** **научных** **журналов** **NEICON**  http://archive.neicon.ru | | |
| **Обзор** **СМИ** **Polpred.com**  http://polpred.com | | |
| **Ресурсы** **АРБИКОН**  http://arbicon.ru | | |
| **GrebennikOn.** **Электронная** **библиотека** **издательского** **дома** **“Гребенников”**  https://grebennikon.ru/ | | |

Compiled by: Kapustina L.M.