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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
Ural State University of Economics

**Approved**  
at the meeting of the department

15.11.2022

protocol № 4

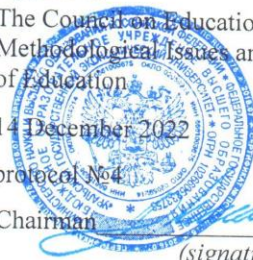
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**Approved**  
The Council on Educational and  
Methodological Issues and Education Quality  
of Education

14 December 2022

protocol №4

Chairman



(signature)

Karkh D.A.

### PLACEMENT PROGRAM

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

Developed by:  
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2022

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## INTRODUCTION

The internship 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                  Research

Placement holding:                                  stationary

Forms of placement holding

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

### 2.THE PLACE OF INTERNSHIPS IN THE CURRICULUM STRUCTURE

Practice in full refers to the basic 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

As a result of the internship, the student must have the competencies established in accordance with the Federal State Educational Standard of Higher Education.

General professional competences (GPC)

| Code and name of competence  | Competence achievement indicators  |
|--|--|
| GPC-1 Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices;                | ID-1.GPC-1 Know methods for solving professional problems at an advanced level in the field of economic, organizational and management theory    |
|  | ID-2.GPC-1 Be able to apply innovative approaches to solving economic, organizational and management problems                                    |
|  | ID-3.GPC-1 Have practical experience in generalizing and critical analysis of management practices in the direction of management                |
| GPC-2 Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems | ID-1.GPC-2 To know modern techniques and methods of data collection, advanced methods of their processing and analysis                           |
|  | ID-2.GPC-2 Be able to use intelligent information and analytical systems in solving managerial and research problems                             |
|  | ID-3.GPC-2 Have practical experience in the application of database management systems in the field of economics and management                  |
| GPC-3 Able to independently make substantiated organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including                | ID-1.GPC-3 Know the methods of making informed organizational and managerial decisions   |
|  | ID-2.GPC-3 Be able to assess the operational and organizational effectiveness and social significance of organizational and managerial decisions |

|  |  |
|--|--|
| cross-cultural) and dynamic environment;   | ID-3.GPC-3 Have practical experience in the implementation of organizational and managerial decisions in a complex (including cross-cultural) dynamic environment  |
| GPC-4 Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for creating and developing innovative areas of activity and the corresponding business models of organizations; | ID-1.GPC-4 Know modern methods, technologies and tools for managing project and process activities in the organization of project and process activities in the organization   |
|  | ID-2.GPC-4 Be able to use modern management practices, leadership and communication skills in process and project activities   |
|  | ID-3.GPC-4 Have practical experience in identifying and assessing new market opportunities, developing a strategy for the creation and development of innovative areas of activity and the corresponding business models of the organization |
| GPC-5 Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects.   | ID-1.GPC-5 Know the methods, technologies and tools for generalization and critical assessment of the results of scientific research in management and economics   |
|  | ID-2.GPC-5 To be able to organize the work of creative teams to carry out research work  |
|  | ID-3.GPC-5 Have practical experience in activating the activities of team members carrying out research projects   |

## 5.TOPICPLAN

| Stage    | Hours | Stage name  | Total hours | Contact work. (Classroom activities) |            |                   | Samost. Work | Control of independent work |
|----------|-------|---|-------------|--------------------------------------|------------|-------------------|--------------|-----------------------------|
|          |       |   |             | Lectures                             | Laboratory | Practical lessons |              |                             |
|          |       |   |             | Semester 1                           |            | 108               |              |                             |
| Stage 1. |       | Rationale for the topic of the final qualification paper  | 55          |                                      |            | 1                 | 54           |                             |
| Stage 2. |       | Preparation of a scientific article on the research topic | 53          |                                      |            | 1                 | 52           |                             |

## 6. ASSESSMENT METHODS AND ASSESSMENT SCALE

| Section / Stage             | Evaluation method     | Description of the evaluation method   | Evaluation criteria   |
|-----------------------------|-----------------------|--|---|
| <b>Current control</b>      |                       |  |   |
| Stage 1, 2                  | Analytical report     | Substantiation of the research problem and the topic of the master's final qualification work                          | Skills to be assessed:<br>- to substantiate theoretical approaches to the study of the research problem (50%)<br>- substantiate the practical significance of studying the problem for the organization (50%) |
| <b>Intermediate control</b> |                       |  |   |
| 2 semester (Credit)         | Report and Appendices | Includes: description of the place of placement and appendices.<br>Report presentation: questions on analytical report | Skills to be assessed<br>- validity of the research problem (50%)<br>- reasoned conclusions (50%)   |

### DESCRIPTION OF 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 system 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  |
| 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.                   |
| 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                          |
| 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 |
| 100% - 50%      | pass                | the characteristic of the indicator corresponds to "excellent",   |
| 49% or less     | fail (non pass)     | the characteristic of the indicator corresponds to "unsatisfactory"   |

## 7.CONTENT

Stage 1. Rationale for the topic of the final qualification paper. Theoretical substantiation of the research problem and the topic of the final qualification work

Stage 2. Preparation of a scientific article on the research topic

The structure of a scientific article. Statement of a scientific problem. Literature review. Research methodology. Results. Conclusion. Annotation. Criteria for evaluating a scientific publication

7.3. Independent work

Stage 1. Substantiation of the topic of the master's final qualification work.  
Substantiation of the practical significance of the research problem, the topic of the final qualified work in the field of marketing and branding. Review of scientific literature on the topic of research

Stage 2. Preparation of the research article  
Writing a research article on a chose research topic

7.3.1. Joint work schedule for the placement

Appendix 1

7.3.2. Individual assignment

Appendix 2

7.3.3 The bank of assessment tools for intermediate control

Appendix 3

7.4. Placement report

Appendix 4

## 8. ORGANISING INTERNSHIP FOR STUDENTS WITH DISABILITIES

Practice for learners with limited opportunities health and disabled held with taking into account features their psychophysical development, individual opportunities and fortunes health.

### ***By a student statement***

V purposes accessibility passing practice profile organization and USUE provide the following conditions:

- special order passing practices, with taking into account fortunes their health v forms, adapted to restriction their health;

- application remote educational technologies, which envisage possibilities reception and transmission information v available for them forms.

- access (remote access), to modern professional bases data and information references systems composition which defined working program practice.



## 9. READING LIST

### USUE Library site

<http://lib.usue.ru/>

### 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>

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

### Licensed software:

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.

Astra Linux Common Edition. Contract No.1dated 13 June 2018, Act dated 17 December 2018. 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.

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 .

### Information reference systems, internet resources

Reference and legal system Consultant+. Contract No.163/223-U / 2020 dated 12/14/2020. The license is valid till 12/31/2021

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

<http://e.lanbook.com/>  
<http://znanium.com/>  
<http://www.trmost.ru>  
<https://www.biblio-online.ru/>  
<http://www.spark-interfax.ru/>  
<https://uisrussia.msu.ru/>  
<http://archive.neicon.ru>  
<http://polpred.com>  
<http://arbicon.ru>  
<https://grebennikon.ru/>

## **11. MATERIAL AND TECHNICAL BASE REQUIRED FOR PLACEMENT COMPLETION**

The internship is carried out using the material and technical base of USEU and the profile organization (if necessary).

Workplaces and rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of USEU and the profile organization (if available).

All rooms are equipped with special furniture and multimedia equipment (information and telecommunication, other computer equipment), access to information retrieval and legal reference systems, electronic library systems, databases of current legislation, other information resources used to present educational information to a large audience.