

Документ подписан простой электронной подписью
Информация о владельце:
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Должность: Ректор
Дата подписания: 30.09.2021 12:21:46
Уникальный программный ключ:
24f866be2aca16484036a8cbb3c509a9531e605f

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Ural State University of Economics

Approved
at the meeting of the department

30.11.2021
protocol № 5
Acting department head Dolzhenko S.B.

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



15 December 2021
protocol № 4
Chairman
(signature) Karkh D.A.

PLACEMENT PROGRAM

Form of internship	On-the-job
Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Mode of study	Full time
Enrollment year	2022
Developed by: Ass.Prof, Cand.of Sc Popova O.I	
Prof, Dr Sc (Pedagogy) Verbitskaya N.O.	

Yekaterinburg
2022

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INTRODUCTION

The internship program is a part of the main professional educational program of higher education - Master degree program, developed in accordance with the FSES of Higher Education

FSES HE	Federal State Educational Standard of Higher Education - Master Degree in 38.04.02 Management (Order of the Ministry of Education and Science of Russia from 12.08.2020 № 952)
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1. PURPOSE, FORM, TYPE, METHOD AND FORMS OF PLACEMENT

The aim is to form competences in accordance with the types of professional activity the program is oriented to, to be ready to solve professional tasks.

Form of internship: on-the-job

Type of internship: Technological (project-oriented)

Methods of placement: time-

Forms of placement::

Discretely - by types of placement

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

2. PLACE OF INTERNSHIPS IN THE CURRICULUM

Placement is part of the variable part of the curriculum

3. SCOPE OF PLACEMENT

Intermediate control	Hours				Credits
	Total for one semester	Contact work (classes)		Independent work including the preparation of tests and course paper	
		Total	Practical, including course design		
Semester 3					
Credit with grade	108	2	2	106	3

4. LEARNING OUTCOMES

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

Professional competences (PC)

Code and name of competence	Competence achievement indicators (CAI)
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Organisational and managerial	
<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>CAI-1. PC-1 Knowledge:</p> <ul style="list-style-type: none"> Legal acts regulating foreign economic activities International agreements on standards and product requirements Normative legal acts, regulating state support of external economic activity Types, forms and tools of state support for external economic activity Foreign trade: contract documentation rules The procedure of document flow in the company Terms of foreign trade contract Marketing and pricing specifics Business communication ethics and rules of negotiating English (threshold advanced level B2) Basics of Economic Theory Basics of Labor Law of the Russian Federation Administrative document flow rules Procedure for Preparing Statutory Accounts Fire Safety Regulations Occupational safety and health requirements <hr/> <p>CAI-2. PC-1 Skills:</p> <ul style="list-style-type: none"> Use computing, copying, auxiliary equipment and various types of telecommunication Formulate and delegate tasks to staff within the organization Communicate with potential partners via modern means of communication Handle business correspondence with foreign partners Evaluate the effectiveness and appropriateness of commercial proposal documents, requests from parties involved in foreign economic activity Identify interests of potential partners to formulate individual proposals Summarize and systematize the requirements of Russian legislation and the requirements of international treaties and agreements on foreign trade activities Summarise and systematise information on the organisation's activities

<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>CAI-3.PC-1 Have practical experience:</p> <ul style="list-style-type: none"> Planning and setting tasks for unit staff in the organisation Receiving and analyzing information on implementation of foreign trade contracts Ensuring internal interaction between subject matter experts of the organization on the terms of cooperation with potential partners for the conclusion and/or management of foreign trade contract Identification of parties involved in the implementation of foreign trade contracts Interfacing with in-house specialists and third parties in order to verify reliability of potential partners for potential foreign trade contract Processing the data, information and documents obtained about potential partners for concluding foreign trade contracts Carrying out the final analysis of offers of potential partners on terms of cooperation for conclusion of foreign trade contract Selection of potential partners for foreign trade contract Ensuring that the draft of the foreign trade contract is approved by the organization and its counterpart. Ensuring the procedure of signing the foreign trade contract with the contractor Monitoring of changes in legal requirements of the Russian Federation to foreign trade and changes in international requirements
<p>PC-2 Assessing the efficiency of foreign economic transactions</p>	<p>CAI-1.PC-2 Knowledge:</p> <ul style="list-style-type: none"> Methods and basics of system analysis of foreign economic information Fundamentals of risk-management in foreign economic activity Basics of business planning Terms of foreign trade contract Marketing and pricing particularities. English (threshold advanced level B2) Basics of Economic Theory Basics of Statutory Reporting <hr/> <p>CAI-2.PC-2 Skills:</p> <ul style="list-style-type: none"> Interact with organisational units to identify the organisation's overall development strategy work with information systems and databases on foreign economic activity Assess the export potential of the organization, the import requirements of the organization Prepare proposals for external economic activity priorities calculate financial indicators of efficiency of external economic activity Prepare proposals (reports) on the development of external economic activity

<p>PC-2 Assessing the efficiency of foreign economic transactions</p>	<p>CAI-3.PC-2 Have practical experience:</p> <ul style="list-style-type: none"> Assessment of the possibility for an organization to receive state support for foreign economic activity Preparation of proposals regarding the feasibility of obtaining state support for external economic activity Assessment of export potential of the organization, import needs of the organization Proposals on the priorities of external economic activity of the organization Evaluating the efficiency of the organization's external economic activity Analysis of the results of foreign economic activity of the organization Preparation of proposals for the development of foreign economic activity of the organization
<p>PC-3 Planning the foreign economic activity of the organization</p>	<p>CAI-1.PC3-Knowledge:</p> <ul style="list-style-type: none"> Normative legal acts, regulating external economic activity International agreements on standards and product requirements Normative legal acts, regulating state support of external economic activity Types, forms and tools of state support for external economic activity Methods and basics of system analysis of foreign trade information Rules of foreign trade contract documentation Organization workflow Fundamentals of risk management in external economic activity Basics of business planning Terms of foreign trade contract Marketing and pricing rules Business communication ethics and rules of negotiating English (threshold advanced level B2) Basics of Economic Theory Basics of Labor Law of the Russian Federation Administrative document flow rules Procedure for Preparing Statutory Accounts Fire Safety Regulations Occupational safety and health regulations <p>CAI-2.PC-3 Skills:</p> <ul style="list-style-type: none"> Use computing, copying and auxiliary equipment and different types of telecommunication Summarize and systematize information about organizational objectives in foreign economic activity Develop strategic and current plans for the organization's foreign economic activity Summarize and systematize information about the organization's foreign economic activity

PC-3 Planning the foreign economic activity of the organization	CAI-3.PC-3 Have practical experience (labour activity): Preparation of a draft plan of foreign economic activity taking into account the organization's priorities in foreign economic activity Presentation of organization's external economic activity plan Making additions and changes to foreign economic activity plan of organization, if necessary Coordination and presentation of final foreign economic activity plan to the organization
PC-4 Implement the strategy and monitor the implementation of the organisation's foreign trade plan	<p>CAI-1.PC-4 Knowledge:</p> <p>Normative legal acts regulating foreign economic activity International agreements on standards and product requirements Normative legal acts, regulating state support of external economic activity Basics of business planning Rules of administrative document flow</p> <p>CAI-2.PC-4 Skills:</p> <p>Identify priorities and key factors in the development of the organisation's foreign economic activities Collaborate with business units to identify a common strategy for the development of the organisation Coordinate the actions of staff involved in the implementation of the foreign economic activity plan Manage the resources of the organization to implement the foreign economic activity plan</p> <p>CAI-3.PC-4 Have practical experience:</p> <p>Defining areas of responsibility within the organisation for implementing the external economic activity plan of the organisation Control of the implementation, achievement of the intermediate objectives and results of the action plan of the foreign economic activity of the organization Monitoring deviations from the implementation, achievement of the intermediate objectives and results of the organization Foreign Trade Plan Proposals on correcting the foreign economic activity plan of the organization</p>

5. TOPIC PLAN

Stage	Hours						
	Name of stage	Hours in total	Contact work (Classroom activities)			Independent work	Controlling student's independent work
			Lectures	Laboratory work	Practical classes		
Semester 3		108					
Stage 1.	Organizational (guidance)	36			1	35	
Stage 2.	Main part (self-control, interview, counselling)	43			1	42	
Stage 3.	Final (report defense)	29				29	

6. ASSESSMENT METHODS AND ASSESSMENT SCALE

Section/Stage	Type of assessment tool	Assessment tool description	Assessment criteria
Current control			
Stage 1	Outline of a joint work schedule	Appendix 1 to the report: "Joint work schedule for the internship"	Completed/Not completed
Stage 2 -3	Completing individual task	Appendix 2 to the report: "Individual task"	Completed/Not completed
Intermediate control			
4 Semester (Corresp.Dept)	Report	Filling out the report form	5-point scale

DESCRIPTION OF ASSESSMENT SCALES

Current control .A 100-point grading system is used. During the internship the supervisors of the organisation and university carry out control in accordance with the joint plan and individual plan of the student. In the report of the learner the percentage of completion and the mark "completed/not completed" is put

Intermediate assessment.A rating system of evaluation is used. Assessment of the work of the student at the end of practice is carried out by the Head of practice of the University in accordance with the developed system of evaluation of student achievements during practice.

Transferring the rating provided by the rating system:

High level - 100% - 70% - excellent, good, passed.

Average level - 69% - 50% - satisfactory, passed.

Assessment indicator	By a 5-point scale	Performance description
100% - 85%	Excellent	Have a full theoretical knowledge, understand, can independently apply, research, identify, analyze, synthesize, categorize, calculate indicators, classify, develop models, algorithms, manage, organize, plan research processes, evaluate results at a high level
84% - 70%	Good	Have full theoretical knowledge, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmise, manage, organize, plan research processes, evaluate results. There may be mistakes corrected by the student himself/herself in the course of the work (response, etc.).
69% - 50%	Satisfactory	Have general theoretical knowledge, are able to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmise, manage, organize, plan research processes and evaluate results at an intermediate level. Mistakes are made that are difficult for the student to correct on his/her own
49 % or less	Unsatisfactory	Have incomplete general theoretical knowledge, are not able to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmise, manage, organize, plan research processes, evaluate results. Not formed skills and abilities for solving professional tasks
100% - 50%	Passed	The performance description corresponds to "excellent", "good", "satisfactory"
49 % or less	Failed	The performance description corresponds to "unsatisfactory"

7. CONTENT

7.2 Content of practical training and laboratory work

Stage 1. Organizational (briefing)

Introductory lectures on practice, safety briefing, introductory workplace safety briefing, familiarization with sanitary requirements. Familiarization with the enterprise (type, class, structure).

7.3. Content of independent work

Stage 1. Organizational (briefing) General acquaintance with the specialized organization. Passage of instructions on safety, labor protection, internal regulations. Study of safety precautions. Study of the structure of the enterprise, the composition and purpose of the premises

Stage 2. Main part (self-assessment, interview, counseling) - Studying special literature and other scientific information, achievements of domestic and foreign science in accordance with the profile of training; - Collection, processing, analysis and systematization of information in accordance with the content of the internship program (at the enterprise / at the university); - formation of competencies; - preparing the report on internship

Stage 3. Final (report defense)

- reporting;
- report defense

7.3.1. Joint work schedule

Joint work schedule
(Appendix 1)

7.3.2. Individual task

Individual task
(Appendix 2)

7.3.3. Assessment tools for intermediate assessment of students on placement

Assessment tools for intermediate control of students on placement
(Appendix 3)

7.4 Internship report

Internship report - (Appendix 4)

8. ORGANISING INTERNSHIP FOR STUDENTS WITH DISABILITIES

Internship for students with disabilities shall be carried out taking into account the peculiarities of their

psychophysical development, individual capabilities and state of health.

Upon student's application

For the accessibility of internship the profile organization and USEU shall ensure the following conditions:

- a special procedure for passing the practice, taking into account their health condition in the forms adapted to their health limitations;

- using distance learning technologies that provide opportunities for receiving-transferring information in forms that are accessible to them.

- access (remote access), to modern professional databases and information reference systems, the composition of which is determined by the working program of internship.

9. READING LIST

USUELibrary 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:

Microsoft Windows 10. Agreement No 52/223-ПО/2020 dated 13.04.2020, Act No Tr000523459 dated 14.10.2020. The license is valid till 30.09.2023.

AstraLinux Common Edition. Agreement No 1 dated 13 June 2018, Act dated 17 December 2018. The license is valid till no limit

МойОфис Standard. Agreement No СК-281 dated 7 June 2017. The license is valid till no limit

Microsoft Office 2016. Contract No 52/223-ПО/2020 dated 13.04.2020, Act No Tr000523459 dated 14.10.2020. The license is valid till 30.09.2023.

Internet resources, information reference database:

Guarant, reference-legal system . Agreement No 58419 dated 22.12.2015. The license is valid till unlimited period

Consultant+, reference-legal system . Agreement No 163/223-Y/2020 dated 14.12.2020. The license is valid till 31.12.2021

11. DESCRIPTION OF THE MATERIAL AND TECHNICAL BASE REQUIRED FOR INTERNSHIP 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.