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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

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




Karkh D.A.
(signature)

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

PLACEMENT PROGRAM

Form of internship	On-the-job
Type of placement	Pre-graduation
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 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)
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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.

Viewpractices: On-the job

Type Pre-graduation

The waysholdingpractices: stationary

Forms ofplacement:

discretely-by types of placement

Placement 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 variable part of the curriculum.

3. SCOPE OF PLACEMENT

Intermediate control	Hours				Credits
	Total for a semester	Contactwork. (classes)		Independent work including preparation of control and coursework	
		Total	Practical lessons, including course design		
Semester 4					
Graded credit	756	2	2	754	21

4. LEARNING OUT COMES

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 Knowledge: methods of critical analysis; system approach methodology; methods of identifying a problem situation
	ID-2.UC-1 Skill: 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 Knowledge: 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 Skill: 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 Knowledge: teamwork strategies; ways and methods of selecting team members to achieve the goal
	ID-2.UC-3 Skill: organize and adjust the work of the team, including on the basis of collegial decisions
	ID-3.UC-3 Have practical experience in organizing and managing team interaction in solving the 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 Knowledge: 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 Skill: 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 Knowledge: the basics of social interaction aimed at solving professional problems; mechanisms of intercultural interaction in society
	ID-2.UC-5 Skill: present professional information in the process of intercultural interaction; analyze the features of social interaction, taking into account national, ethnocultural characteristics
	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: Knowledge 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 Skill: 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 activity

Professional competencies (PC)

Code and name of competence	Competence achievement indicators
organizational and managerial	

<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>ID-1.PC-1 Knowledge:</p> <ul style="list-style-type: none"> Normative legal acts regulating foreign economic activity International agreements in the field of standards and requirements for products Normative legal acts regulating state support of foreign economic activity Types, forms and instruments of state support for foreign economic activity Rules for the preparation of documentation for a foreign trade contract The order of document flow in the organization Conditions of a foreign trade contract Marketing and pricing features Business Ethics and Negotiation Rules English (threshold advanced level B2) Basics of economic theory Fundamentals of the labor legislation of the Russian Federation Administrative document flow rules The procedure for drawing up the established reporting Fire safety rules Labor protection requirements <hr/> <p>ID-2.PC-1 Skill:</p> <ul style="list-style-type: none"> Use computing, copying, auxiliary equipment and various types of telecommunications communications Formulate and distribute tasks between employees of a department in an organization Communicate with potential partners using modern means of communication Conduct business correspondence with foreign partners Evaluate the effectiveness and compliance of the documentation of commercial proposals, requests of participants in foreign economic activity Identify the interests of potential partners to form individual proposals To generalize and systematize the requirements of the legislation of the Russian Federation and the requirements of international agreements and treaties for foreign economic activity Summarize and systematize information about the directions of the organization
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<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>ID-3.PC-1 Have practical experience:</p> <ul style="list-style-type: none"> Planning and setting tasks for employees of a department in an organization Obtaining and analyzing information on the implementation of foreign trade contracts Ensuring internal interaction between the specialized specialists of the organization on the terms of cooperation with potential partners for the conclusion and (or) maintenance of a foreign trade contract Determination of the circle of participants in the implementation of a foreign trade contract Interaction with specialized specialists of the organization and third-party organizations in order to check the reliability of potential partners for the conclusion of a foreign trade contract Processing of the received data, information and documents about potential partners for the conclusion of a foreign trade contract Conducting a final analysis of the proposals of potential partners on the terms of cooperation for the conclusion of a foreign trade contract Selection of potential partners for the conclusion of a foreign trade contract Ensuring coordination of the draft foreign trade contract in the organization and with the counterparty Ensuring the procedure for signing a foreign trade contract with a counterparty Monitoring changes in the requirements of the legislation of the Russian Federation for foreign economic activity and changes in the requirements of international agreements and treaties Compilation of a list and monitoring of changes in measures of state support for foreign economic activity
<p>PC-2 Assessment of the effectiveness of foreign economic transactions</p>	<p>ID-1.PC-2 Knowledge:</p> <ul style="list-style-type: none"> Methods and foundations of system analysis of foreign economic information Fundamentals of risk management in foreign economic activity Business planning basics Conditions of a foreign trade contract Marketing and pricing features English (threshold advanced level B2) Basics of economic theory The procedure for drawing up the established reporting <p>ID-2.PK-2 Skill:</p> <ul style="list-style-type: none"> Interact with departments of the organization to identify the overall development strategy of the organization Work with information systems and databases on foreign economic activity Assess the export potential of the organization, the organization's needs for imports Prepare proposals on the priorities of the organization's foreign economic activity Calculate financial indicators of the effectiveness of the organization's foreign economic activity Prepare proposals (reports) on the development of foreign economic activity of the organization

<p>PC-2 Assessment of the effectiveness of foreign economic transactions</p>	<p>ID-3.PC-2 Have practical experience: Assessing the possibility of an organization receiving state support for foreign economic activity Preparation of proposals on the feasibility of obtaining state support for foreign economic activity Assessment of the organization's export potential, the organization's import needs Preparation of proposals on the priorities of the organization's foreign economic activity Evaluating the effectiveness of the organization's foreign economic activity Analyzing the results of the organization's foreign economic activity Preparation of proposals for the development of foreign economic activity of the organization</p>
<p>PC-3 Planning of foreign economic activity of the organization</p>	<p>ID-1.PC-3 Knowledge: Normative legal acts regulating foreign economic activity International agreements in the field of standards and requirements for products Normative legal acts regulating state support of foreign economic activity Types, forms and instruments of state support for foreign economic activity Methods and foundations of system analysis of foreign economic information Rules for the preparation of documentation for a foreign trade contract The order of document flow in the organization Fundamentals of risk management in foreign economic activity Business planning basics Conditions of a foreign trade contract Marketing and pricing features Business Ethics and Negotiation Rules English (threshold advanced level B2) Basics of economic theory Fundamentals of the labor legislation of the Russian Federation Administrative document flow rules The procedure for drawing up the established reporting Fire safety rules Labor protection requirements</p> <hr/> <p>ID-2.PC-3 Skill: Use computing, copying, auxiliary equipment and various types of telecommunications communications Summarize and systematize information on the objectives of the organization in the field of foreign economic activity Develop strategic and current plans for the organization's foreign economic activity Summarize and systematize information about the directions of the organization</p>

PC-3 Planning of foreign economic activity of the organization	<p>ID-3.PC-3 Have practical experience (labor actions):</p> <p>Preparation of a draft plan for foreign economic activity, taking into account the priorities of the organization's foreign economic activity</p> <p>Presentation of the organization's foreign economic activity plan</p> <p>Making, if necessary, additions and changes to the plan of foreign economic activity of the organization</p> <p>Coordination and presentation in the organization of the final plan of foreign economic activity</p>
PC-4 Implementation of the strategy and control over the implementation of the foreign economic activity plan of the organization	<p>ID-1.PC-4 Knowledge:</p> <p>Normative legal acts regulating foreign economic activity</p> <p>International agreements in the field of standards and requirements for products</p> <p>Normative legal acts regulating state support of foreign economic activity</p> <p>Business planning basics</p> <p>Administrative document flow rules</p>
	<p>ID-2.PC-4 Skill:</p> <p>Determine the priorities and key factors for the development of the organization's foreign economic activity</p> <p>Interact with departments of the organization to identify the overall development strategy of the organization</p> <p>Coordinate the actions of the organization's employees involved in the implementation of the foreign economic activity plan</p> <p>Manage the organization's resources to implement the foreign economic activity plan</p>
	<p>ID-3.PC-4 Have practical experience:</p> <p>Determination of areas of responsibility in the organization for the implementation of the foreign economic activity plan of the organization</p> <p>Monitoring the implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan</p> <p>Monitoring deviations from implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan</p> <p>Preparation of proposals for adjusting the plan of foreign economic activity of the organization</p>

5.TOPIC PLAN

Stage	Hours						
	Stage name	Total hours	Contactwork. (Academicstudy)			Samost. Work	Control of independent work
			Lectures	Laboratory	Practical lessons		
Semester 4		252					
Stage 1.	organizational (organizational meeting)	252			2	250	
Semester 4		250					
Stage 2.	basic (self-control, interview, counseling)	250				250	
Semester 4		254					
Stage 3.	final (defense of the report, draft WRC based on the results of placement)	254				254	

6. ASSESSMENT METHODS AND ASSESSMENT SCALES

Section / Stage	Evaluation tool type	Description of the evaluation tool	Evaluation criteria
Current control			
Stage 1.1 Stage 2.1	Interview	an assessment is given to the plan of the thesis project, the goals and objectives of the study of the topic, the estimated assessments and conclusions.	argumentation, logic, consistency, completeness, evidence, practical significance, recommendations
Intermediate control			
5 semester (ZAO)	report	filling out the report form	5-point scale

DESCRIPTION OF ASSESSMENT SCALES

Current control. Used by 100-point system evaluation. V flow practice leaders practice from profile the organization and university carry out control v conformity with joint plan and individual plan student. V report learner put percent fulfillment and mark "Done / not done"

Intermediate certification. Used by ratings system evaluation. Grade work learner on ending practice carried out the head practice from university v conformity with developed the system appraisals achievements student v process practice.

Order translation rating, envisaged system evaluation:

High level - 100% - 70% - fine, OK, credited.

Average level - 69% - 50% - satisfactorily, credited.

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%	credit (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.CONTENT

7.1. Content of lectures

Stage 1.Organizational (organizational meeting)

- participation in the organizational meeting;
- reception of an individual assignment;
- obtaining an placement program;
- instructing by the head of practice from the department.

7.3. Content of independent work

Stage 2. main (self-control, interview, counseling)

- study of 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 placement program at the enterprise;
- formation of competencies;
- preparation of a report on practice.

Stage 3.final (defense of the report, WRC draft based on the results of placement)

- preparation of the report;
- report defense (WRC).

7.3.1. Joint work schedule for the practice

Joint work schedule for the practice

Annex 1

7.3.2. Individual task

Individual task

Appendix 2

7.3.3. ... Fund of assessment tools for intermediate certification of students in practice

Fund of assessment tools for intermediate certification of students in practice

Appendix 3

7.4. Practice report

Practice report

Appendix 4

8. ORGANISING PLACEMENT FOR STUDENTS WITH DISABILITIES

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

By a statement student

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

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

- application remote educational technologies, which envisage possibilities reception and transmission information 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 OF KEY AND ADDITIONAL LITERATURE

USUE LIBRARY SITE

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

Key literature:

1. Карпова С.В., Тюрин Д. В. Управление маркетингом [Электронный ресурс]: Учебник и практикум для бакалавров. - Москва: Издательско-торговая корпорация "Дашков и К", 2017. - 366 – Access: <https://znanium.com/catalog/product/937261>
2. 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>
3. Изакова Н. Б., Капустина Л. М. Управление маркетингом малого промышленного предприятия [Электронный ресурс]: монография. - Екатеринбург: Издательство УрГЭУ, 2020. - 266 – Access: <http://lib.usue.ru/resource/limit/books/20/m493455.pdf>
4. Данько Т. П. Управление маркетингом [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 521 – Access: <https://urait.ru/bcode/489034>
5. Домнин В. Н. Брендинг [Электронный ресурс]: Учебник и практикум Для СПО. - Москва: Юрайт, 2022. - 493 – Access: <https://urait.ru/bcode/497491>

Additional literature:

1. Ойнер О. К. Управление результативностью маркетинга [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 350 – Access: <https://urait.ru/bcode/488789>
2. Короткова Т. Л. Маркетинг инноваций [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 256 – Access: <https://urait.ru/bcode/491318>
3. Овсянников А. А. Современный маркетинг. В 2 ч. Часть 1 [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 374 – Access: <https://urait.ru/bcode/492893>
4. Короткова Т. Л. Управление маркетингом [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 221 – Access: <https://urait.ru/bcode/502866>
5. Липсиц И. В., Казаков С. П., Ойнер О. К. Маркетинг-менеджмент [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 379 – Access: <https://urait.ru/bcode/489346>
6. Овсянников А. А. Современный маркетинг. В 2 ч. Часть 2 [Электронный ресурс]: Учебник и практикум для вузов. - Москва: Юрайт, 2022. - 219 – Access: <https://urait.ru/bcode/493323>

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

Licensed software:

Microsoft Windows 10. Contract No 52/223-П/О/2020 dated 13.04.2020, Act NoTr000523459 dated 14.10.2020. The license is valid till 30.09.2023.

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

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

Internet resources, information reference database:

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. 58419dated 22 December 2015. The license is valid till unlimited period

11. MATERIAL AND TECHNICAL BASE REQUIRED FOR PLACEMENT COMPLETION

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

Workers places and premises for independent work learner equipped with computer technique with opportunity connectivity To the network "Internet" and providing access velectronic information and educational Wednesday USUE and profile the organization (at availability).

Everything premises staffed specialized furniture and equipped with multimedia equipments special equipment (information and telecommunication, other computer), access To information retrieval, legal references systems electronic library systems bases data the current legislation, other information resources employees for representation educational information big audience.