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"Ural State University of Economics"

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Head of the Department Radygina E.G.

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Methodological Issues and Quality of
Education

December 16, 2025

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Chairman



Karkh D.A.

(signature)

STATE FINAL CERTIFICATION PROGRAMME

Field of study	38.04.02 Management
Profile	Management of International Tourism (in English)
Form of study	Full-time
Year of enrollment	2026

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Ekaterinburg
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INTRODUCTION

State final certification is part of the main professional educational program of higher education - a master's program developed in accordance with the Federal State Educational Standard for Higher Education.

Federal State Educational Standard for Higher Education	Federal State Educational Standard for Higher Education – Master's Degree in Management (Order No. 952 dated August 12, 2020)
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1. GOALS OF THE FINAL STATE EXAMINATION

To determine the level of the graduate's preparedness for independent professional activity;

To determine the compliance of the results of master's program development by students with the corresponding requirements for the results of development established by the Federal State Educational Standard.

2. PLACE OF STATE FINAL ATTESTATION IN THE STRUCTURE OF THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

State final certification belongs to the part formed by the participants of educational relations.

3. CONTENT AND STRUCTURE OF THE FINAL STATE EXAMINATION

Name	Hours			credit units
	In just one semester	Contact work (according to study assignments)	Independent work, including the procedure for defending the final qualification work	
		Total		
Semester 4				
Preparation for the procedure of protection and protection of the final qualification work (Exam)	324	0	324	9

4. PLANNED RESULTS

The state final certification determines the level of competencies formed by graduates.

Code and name of the competence	Indicators of competence achievement
UC-1 Capable of carrying out a critical analysis of problematic situations based on a systematic approach and developing a strategy for action.	AI-1.UC-1 To know: methods of critical analysis; methodology of a system approach; methods of identifying a problematic situation

<p>UC-1 Capable of carrying out a critical analysis of problematic situations based on a systematic approach and developing a strategy for action.</p>	<p>AI-2.UC-1 To be able to: identify problematic situations, search for information and solutions</p>
<p>UC-2 Capable of managing a project at all stages of its life cycle</p>	<p>AI-3.UC-1 Have practical experience in developing and justifying a strategy for solving a problem situation based on a system approach</p>
<p>UC-3 Capable of organizing and managing the work of a team, developing a team strategy to achieve a given goal</p>	<p>AI-1.UC-2 To know: the principles of forming a project task within the framework of the designated problem; the basic requirements for project work and the criteria for evaluating the results of project activity</p>
<p>UC-3 Capable of organizing and managing the work of a team, developing a team strategy to achieve a given goal</p>	<p>AI-2.UC-2 To be able to: develop a project implementation plan taking into account possible implementation risks and opportunities for their elimination; plan the necessary resources</p>
<p>UC-3 Capable of organizing and managing the work of a team, developing a team strategy to achieve a given goal</p>	<p>AI-3.UC-2 Have practical experience in monitoring the progress of a project; correcting deviations; making changes to the project implementation plan</p>
<p>UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction</p>	<p>AI-1.UC-3 Know: strategies for teamwork; ways and methods of selecting team members to achieve the set goal</p>
<p>UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction</p>	<p>AI-2.UC-3 To be able to: organize and adjust the team's work, including based on collective decisions</p>
<p>UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction</p>	<p>AI-3.UC-3 Have practical experience in organizing and managing teamwork in achieving set goals; experience in overcoming disagreements, disputes, and conflicts in the team based on the interests of all parties</p>
<p>UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction</p>	<p>AI-1.UC-4 To know: modern communication technologies; norms of business written communication; principles of compiling standard business documentation for academic and professional purposes in Russian and foreign languages</p>

UC-4 Able to apply modern communication technologies, including in a foreign language(s), for academic and Professional interaction	AI-2.UC-4 To be able to: establish contacts and organize communication in accordance with the needs of joint activities; to compose business documentation in accordance with the norms of the Russian language
	AI-3.UC-4 Have practical experience in presenting the results of research and project activities at various public events; participate in academic and professional discussions in a foreign language
UC-5 Capable of analyzing and taking into account the diversity of cultures in the process of intercultural interaction	AI-1.UC-5 To know: the basics of social interaction aimed at solving professional tasks; the mechanisms of intercultural interaction in society
	AI-2.UC-5 To be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction, taking into account national and ethno-cultural
	AI-3.UC-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethno-cultural features; skills in intercultural interaction, taking into account the diversity of cultures
UC-6 He is able to determine and implement the priorities of his own activities and ways to improve them based on self-assessment.	AI-1.UC-6 To know: the theoretical and methodological foundations of self-development, self-realization, and the use of creative potential; the basics of planning a professional trajectory; technologies and methods of self-assessment
	AI-2.UC-6 To be able to: determine the priorities of professional activity and ways to improve it based on self-assessment; develop, control, evaluate, and research the components of professional activity; plan independent activities to solve professional tasks
	AI-3.UC-6 Have practical experience in determining an effective direction of action in the field of professional activity; making decisions at the level of own professional activity; planning own professional activity

General professional competencies (GPC)

Code and name of the competence	Indicators of competence achievement
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<p>GPC -1 Capable of solving professional tasks based on knowledge (at an advanced level) of economic, organizational, and managerial theory, innovative approaches, generalization, and critical analysis of management practices;</p>	<p>AI-1. GPC-1 To know methods of solving professional problems at an advanced level in the field of economic, organizational, and managerial theory</p>
	<p>AI-2. GPC-1 To be able to apply innovative approaches to solving economic, organizational, and managerial problems</p>
	<p>AI-3. GPC-1 Have practical experience in summarizing and critically analyzing management practices in the field of management</p>
<p>GPC-2 Capable of applying modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks;</p>	<p>AI-1. GPC-2 To know modern techniques and methods of data collection, advanced methods of data processing and analysis</p>

<p>GPC-2 Capable of applying modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks;</p>	<p>AI-2. GPC-2 To be able to use intelligent information and analytical systems in solving management and research tasks</p>
	<p>AI-3. GPC-2 Have practical experience in using database management systems in the field of economics and management</p>
<p>GPC-3 Capable of independently making substantiated organizational and managerial decisions, evaluating their operational and organizational effectiveness, and social significance, and ensuring their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>AI-1. GPC-3 To know the methods of making informed organizational and managerial decisions</p>
	<p>AI-2. GPC-3 To be able to assess the operational and organizational effectiveness and social significance of organizational and managerial decisions</p>

<p>GPC-3 Capable of independently making substantiated organizational and managerial decisions, evaluating their operational and organizational effectiveness, and social significance, and ensuring their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>AI-3. GPC-3 Have practical experience in implementing organizational and managerial decisions in a complex (including cross-cultural) dynamic environment</p>
<p>GPC-4 Capable to lead project and process activities in the organization with the use of modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for the creation and development of innovative directions of activity and corresponding business -models of organizations;</p>	<p>AI-1. GPC-4 To know modern methods, technologies, and tools for managing project and process activities in an organization for managing project and process activities in an organization</p> <p>AI-2. GPC-4 To be able to use modern management practices, leadership skills, and communication skills in process and project activities</p>

<p>GPC-4 Capable to lead project and process activities in the organization with the use of modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for the creation and development of innovative directions of activity and corresponding business-models of organizations;</p>	<p>AI-3. GPC-4 Have practical experience in identifying and evaluating new market opportunities, developing a strategy for creating and developing innovative areas of activity and corresponding business models for the organization</p>
<p>GPC-5 He is able to summarize and critically evaluate scientific research in management and related fields, and carry out research projects.</p>	<p>AI-1. GPC-5 To know the methods, technologies, and tools for summarizing and critically evaluating the results of scientific research in management and economics</p>
	<p>AI-2. GPC-5 To be able to organize the work of creative teams for scientific research</p>
	<p>AI-3. GPC-5 Have practical experience in activating the activities of team members who carry out research projects</p>

Professional Competencies (PC)

Code and name of the competence	Indicators of competence achievement
organizational and managerial	

<p>PC-1 Organization of work on foreign economic activity</p>	<p>AI-1. PC-1 To know: Regulatory legal acts regulating foreign economic activity; International treaties in the field of standards and requirements for products; Rules for documentation of a foreign trade contract; The order of document flow in the organization; Terms of a foreign trade contract; Business communication ethics and rules of negotiating; English (threshold advanced level B2); Fundamentals of the labor legislation of the Russian Federation; Rules of administrative document flow; The procedure for compiling the established reporting; Fire safety rules; Labor protection requirements</p>
	<p>AI-2. PC-1 Be able to: Federation and requirements of international agreements and treaties for foreign economic activity and distribute tasks among employees division in the organization; Implement communication with potential partners using modern means of communication; Conduct business correspondence with foreign partners; Evaluate the effectiveness and compliance of documentation of commercial proposals, requests of participants in foreign economic activity; Identify the interests of potential partners for forming individual proposals; Generalize and systematize the requirements of the legislation of the Russian Federation Federation and requirements of international agreements and treaties for foreign economic activity</p>
	<p>AI-3. PC-1 Have practical experience: Processing of the received data, information, and documents about potential partners for concluding a foreign trade contract;yzing information about the implementation of foreign trade contracts; Ensuring internal interaction between the organization's specialized specialists on the conditions of cooperation with potential partners for concluding and (or) managing a foreign trade contract; Determining the range of participants in the implementation of a foreign trade contract; Interacting with the organization's specialized specialists and third-party organizations to verify the reliability of potential partners for concluding a foreign trade contract; Processing of the received data, information, and documents about potential partners for concluding a foreign trade contract; Conducting a final analysis of the proposals of potential partners on the terms of cooperation for concluding a foreign trade contract; Selecting potential partners for concluding a foreign trade contract; Ensuring the approval of the draft foreign trade contract in the organization and with the counterparty; Ensuring the procedure for signing a foreign trade contract with the 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 contracts; Compiling a list and monitoring changes in state support measures for foreign economic activity</p>

<p>PC-2 Planning of the organization's foreign economic activities</p>	<p>AI-1. PC-2 To know: Regulatory legal acts regulating state support of foreign economic activity; AI, forms and tools of state support of foreign economic activity; Methods and basics of system analysis of foreign economic information; The order of document flow in the organization; The basics of risk management in foreign economic activity; The basics of business planning; Marketing and pricing features; The basics of economic theory</p>
	<p>AI-2. PC-2 To be able to: Generalize and systematize information about the organization's tasks in the field of foreign economic activity; Develop strategic and current plans for the organization's foreign economic activity; Generalize and systematize information about the organization's activities</p>
	<p>AI-3. PC-2 Have practical experience: in preparing a draft plan for foreign economic activity , taking into account the priorities of the organization's foreign economic activity; Presentations of the organization's foreign economic activity plan; Making, if necessary, additions and amendments to the organization's foreign economic activity plan; Approving and submitting the final foreign economic activity plan to the organization</p>
<p>PC-3 Definition of the concept and strategy of the tourism organization's development</p>	<p>AI-1. PC-3 To know: Laws and other regulatory legal acts in the field of tourism and protection of consumer rights; industry rules and standards; labor and civil legislation; Local regulatory acts of the organization, including internal labor regulations and instructions on occupational safety and fire safety; Priority areas of tourism development in Russia and in the world; Organization of financial and economic activities of the excursion organization; Organization of marketing and advertising activities of the tourist organization;</p>
	<p>AI-2. PC-3 To be able to: Plan the activities of a tourist organization; Identify promising areas of activity for a tourist organization; Use specialized software;</p>
	<p>AI-3. PC-3 Have practical experience: Determining the concept of development of a tourist organization; Developing a strategy and development plan of a tourist organization; Ensuring the implementation of projects in accordance with the approved strategy of development of a tourist organization.</p>
<p>PC-4 Organization of activities related to the implementation of tourism services</p>	<p>AI-1. PC-4 To know: Fundamentals of economics, labor organization and management; Specialization and features of the structure of a tourist organization; Fundamentals of business administration; Economics of international tourism; Fundamentals of psychology, ethics, aesthetics;</p>

<p>PC-4 Organization of activities related to the implementation of tourism services</p>	<p>AI-2. PC-4 To be able to: Organize the work and interaction of the tourist organization's divisions; Manage the development of the tourist organization's marketing plan and marketing programs; Determine the tourist organization's marketing pricing strategy; Develop the tourist organization's marketing communication strategy; Develop the tourist organization's marketing sales strategy; Monitor the marketing activities of the tourist organization; Organize and conduct business negotiations; Define the conditions and conclude contracts related to the activities of the tourism organization; Control the quality of tourism and excursion services and the fulfillment of the terms of contracts for the provision of tourism services;</p>
	<p>AI-3. PC-4 Organization of work to identify problems in the activities of a tourist organization (department), review comments and suggestions from customers, manage and resolve conflict situations. sm organization; Forecasting and planning the volume of sales of tourism services; Formation of the marketing strategy of the tourism organization and management of marketing and sales of tourism and excursion services; Organization of work on the development of programs and technological documents of the tourism product; Organization of work to identify problems in the activities of a tourist organization (department), review comments and suggestions from customers, manage and resolve conflict situations.</p>
<p>PC-5 Formation and implementation of personnel policy in a tourism organization</p>	<p>AI-1. PC-5 To know: Specialization and features of the structure of a tourist organization; Economy of a tourist organization; Labor organization; Culture of interpersonal and business communication; Fundamentals of psychology and conflictology;</p>
	<p>AI-2. PC-5 To be able to: Take measures to staff the tourist organization (department) with qualified personnel; Create conditions for encouraging employees of the tourist organization (department) and effectively using their knowledge and experience; Contribute to the professional development of employees of the tourist organization (department); Contribute to creating healthy and safe working conditions; Ensure the strengthening of labor and production discipline; Ensure compliance with occupational health and safety requirements and fire safety regulations.</p>
	<p>AI-3. PC-5 Have practical experience: Development of the staffing schedule of the tourist organization; Ensuring compliance with the internal labor regulations of the tourist organization; Ensuring compliance with the requirements of labor safety by the employees of the tourist organization.</p>

5. PROCEDURE FOR COMPLETING A GRADUATE QUALIFICATION WORK AND PREPARING IT FOR DEFENSE

The procedure for completing the final qualifying work and preparing it for defense is defined in the characteristics of the educational program in the individual research plan of the student and is established by the regulations on the procedure for conducting state final attestation for educational programs of higher education – bachelor's and master's programs (hereinafter referred to as the Procedure). The Procedure is available in the electronic information and educational environment and on the university's website <https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

The characteristics of the the main professional educational program are available in the portfolio, in the electronic information educational environment of the university, and on the university website (in the section “Information about the educational organization/Education” <https://www.usue.ru/sveden/education/>)

Stages	Stage Content	Deadlines for	Performers
		Full-time/ Part-time/ Part-time forms of education	
Stage 1 is preparatory	Approval of the list of topics for final qualification papers offered to students	before the start of the implementation of the program, the following should be updated: no later than 6 months before the start of the state final certification.	Graduate Department
Stage 2 is introductory	Familiarization of students with the list of topics for final qualification papers offered to students	Within 1 month after enrollment In accordance with the individual plan of research work of the student	The list is posted in electronic information educational environment of the university and on the website of the university https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot
	Selection and approval of the topic of the final qualifying work Assignment of supervisors for the final qualifying work		Graduating department. Strengthened by order of the director of the institute
	Development and approval of an individual research plan		Head of a student enrolled in a master's program (hereinafter referred to as the academic supervisor)

<p>Stage 3 Writing a thesis by the student, conducting individual consultations with the student</p>	<p>Appendix 1</p>	<p>In accordance with the individual research plan of the student</p>	<p>Student Scientific supervisor (supervisor of practice)</p>
<p>Stage 4 Access to protection the final qualification papers</p>	<p>A student who does not have an academic debt and has completed the curriculum or individual study plan is eligible for state final certification.</p>	<p>In accordance with the schedule of the educational process, the distribution of graduates for the defense of their final qualifying works is made by the secretary of the State Examination Commission and approved by the director of the Institute 3 days</p>	<p>Director of the Institute Order of the Director of the Institute</p>
	<p>Approval of the schedule of theses defenses Theses, indicating the dates, times, and places of theses defenses</p>	<p>No later than 30 calendar days before the day of the defense the final qualifying work</p>	<p>By order of the Director of the Institute, the schedule is brought to the attention of students, chairmen and members of the State Examination Board and The Appeal Commission, State Examination Board secretaries, managers and consultants of the final qualifying work by placing in electronic information educational environment of the university and on the university's official website, in the schedule section https://www.usue.ru/raspisanie/</p>
<p>Stage 5 Preparation for the defense of the final qualifying work</p>	<p>Clarifications and additions on the topics final qualifying work, supervisors, reviewers, consultants.</p>	<p>it is allowed to be submitted no later than 10 days before the start of the state final certification</p>	<p>The issuing department. All clarifications and additions are approved by making changes to the order of approval of topics</p>

	Normal inspection		final qualifying work Based on the student's application and the department head's memo explaining the reasons.
	Checking the thesis in the system «Antiplagiat.VUZ»	When submitting the final qualifying work to the supervisor	Student Scientific supervisor Head of the final qualifying work
	Approval of reviewers from among persons who are specialists in the topic of final qualifying work and who are not university employees	At least 1 month before the date of its final qualifying work.	Graduating department. Approved by order of the director of the institute
	Submission of final qualifying work to the supervisor for feedback	no later than 17 calendar days before the start of	Student
	Submission of final qualifying work to the reviewer to receive a review	no later than 12 calendar days before the defense	Student
	Formatting of the annotation and permission to post the work in the university's electronic library system	No later than 3 days before the procedure of protection final qualifying work	Student
	Familiarization of the student with the review and commentary	no later than 5 calendar days before the defense of the thesis	Заведующий кафедрой Научный руководитель Руководитель final qualifying work
	Submission to the Secretary of the State Examination Commission: - final qualifying work; - Head of Department Report; - Review of the final qualifying work.	no later than 2 calendar days before the final qualifying work is defended	Student Scientific supervisor Head of the final qualifying work
Stage 6 Defence of Final qualifying work	Defence of final qualifying work	According to the schedule	Student Members of the State Attestation Commission

Persons who have successfully passed the state final certification are issued in the established order documents on education and on qualification.

Persons who have not passed the state final certification or who have received unsatisfactory results at the state final certification are issued a certificate of training or of the period of training on the model independently established by the organization.

6. DESCRIPTION OF THE SCALES

The defense of the final qualification work demonstrates the level of the graduate's preparedness for independent professional activity.

Evaluation criteria	The indicator	The level of competence development
Relevance of the chosen topic, validity of the significance of the problem for the object of research	The work clearly substantiates the relevance of the thesis topic from the point of view of the significance of the research problem. The formulations are precise and well-reasoned.	excellent/high
	The relevance of the topic of the final qualification work and the significance of the research problem are not fully substantiated in the work. There may be some inaccuracies in the wording.	good/average
	The relevance of the topic of the final qualification work is not substantiated accurately. The significance of the research problem is formulated fragmentarily.	satisfactory/ sufficient
	The paper does not substantiate the relevance of the problem.	unsatisfactory /competence is not formed
Scientific novelty of the research, its theoretical and practical significance	The elements of scientific novelty are clearly formulated. The work substantiates the theoretical significance of the study and reflects its connection with the tasks of professional activity. The work contains recommendations for using the results of the conducted research in practice.	excellent/high
	The elements of scientific novelty have been formulated. The work does not clearly justify the theoretical significance of the study, and the connection of the study with the tasks of professional activity is not reflected. The work contains elements of recommendations for using the results of the study in practice.	good/average
	The work does not justify the theoretical significance of the study, and the connection between the study and the tasks of professional activity is not clearly defined. The practical orientation of the work is poorly expressed.	satisfactory/ sufficient
	The work does not clearly define the elements of scientific novelty. There is no practical orientation.	unsatisfactory /competence is not formed

Overview of sources on the research problem, use of information databases	A comprehensive review of scientific Russian and foreign sources has been conducted. It uses literary sources correctly. The work contains material from a foreign source that has been independently translated by the student. Data from information databases, legal acts, statistical data, and data from organizations have been used.	excellent/high
	A review of scientific Russian and foreign sources has been conducted. The work contains references to the material of translations of a foreign source. Data from publicly available information databases and regulatory legal acts have been used. Data from organizations has not been used.	good/average
	A review of scientific Russian and foreign sources has been conducted. The work contains references to the material of a foreign source that is cited in the works of Russian scientists used in the thesis. There are errors in the application of information databases and legal acts. The data of organizations is not used.	satisfactory/ sufficient
	There are no sources in a foreign language. There is no material for working with information databases.	unsatisfactory /competence is not formed
Clarity of the research objectives and tasks, and methodological competence	The purpose and objectives of the study are well-formulated, and the structure of the work fully corresponds to them. The necessary research methods have been correctly selected and applied.	excellent/high
	The purpose and objectives are well-formulated, and the structure of the work generally corresponds to them. There are minor errors in the selection and/or application of research methods.	good/average
	The purpose and objectives are not clearly formulated, weakly related to the structure of the work. There are gross errors in the selection and/or application of research methods	satisfactory/ sufficient
	The research apparatus is not well thought out or there is no description of it; the purpose and objectives are not formulated.	unsatisfactory /competence is not formed
Logical presentation of the material. The presence of well-reasoned conclusions based on the results of the work, and their compliance with the objectives	The work has a clear structure, internal unity and compositional integrity, logical sequence of presentation of the material. Made reasoned conclusions on the results of the work, they correspond to the target settings.	excellent/high
	The material is presented logically and consistently, but there are shortcomings in the structure of the work. Conclusions are made on the results of the work, but they are not always reasoned. Conclusions mostly correspond to target settings.	good/average

	The work lacks internal unity, and there are violations in the logic and sequence of the presentation of the material. The conclusions are superficial and do not always correspond to the intended objectives.	satisfactory/ sufficient
	The work lacks internal unity, the material is not structured. There are no conclusions.	unsatisfactory /competence is not formed
Availability of substantiated proposals for improving the organization's activities, and presentation of one's vision of the prospects for further research on the issue	The work contains independently formulated proposals for improving the organization's activities, there are justifications, and ways for further research on the topic have been outlined. (Possibly an act of implementation)	excellent/high
	The paper formulates proposals for improving the organization's activities, but the justifications are not sufficiently correct. The vision of the prospects for further research is not structured.	good/average
	Recommendations for improving the activities of the organization are of a formal nature. There is no vision of the prospects for further research.	satisfactory/ sufficient
	The work is not an independent research project; it does not contain an analysis and practical examination of the object of research; it does not have conclusions and recommendations.	unsatisfactory /competence is not formed
Level of language and stylistic literacy	A high level of language and stylistic literacy. The work contains no speech and spelling errors. The author is fluent in the business style of speech.	excellent/high
	The work contains some stylistic and speech errors, but the author is well-versed in the business style of speech.	good/average
	Insufficient command of the business style of speech. In the work there are various kinds of errors; typos are not completely corrected.	satisfactory/ sufficient
	There are gross errors in the work; typos have not been corrected	unsatisfactory /competence is not formed
Качество оформления работы	The work is completed in accordance with all requirements for a final qualification work.	excellent/high
	There are minor design flaws.	good/average
	There are many design flaws.	satisfactory/ sufficient

	The work is a compilation of a few sources without references to them, or the work is completely borrowed, and the design does not meet the requirements for a graduation qualification work; a superficial knowledge of specialized literature; and a minimal bibliography.	unsatisfactory /competence is not formed
Availability of publications on the research topic and presentations at conferences	There are three or more publications by the author on the subject of research in scientific journals and collections of conference papers.	excellent/high
	There are two publications by the author on the problem of research in scientific journals and collections of conference papers.	good/average
	There is one publication by the author on the problem of research in scientific journals and collections of conference papers.	satisfactory/ sufficient
	No publications by the author on the research problem in scientific journals and conference proceedings	unsatisfactory /competence is not formed

The criteria and scales for evaluating final qualifying work in the form of a startup correspond to the criteria and scales for evaluating final qualifying work and are established by the state final certification programs for the educational program(s), which is mastered by each student who submitted the final qualifying work.

7. REQUIREMENTS FOR THE CONTENT OF A GRADUATE QUALIFICATION PAPER

The final qualification work is a work performed by a student (several students working together) that demonstrates the level of preparedness of the graduate for independent professional activity.

Appendix 2. Guidelines for the content of the final qualification work.

Appendix 3. List of topics for final qualification works.

8. REQUIREMENTS FOR THE DECORATION OF A GRADUATE QUALIFICATION PAPER

The requirements for the design of the final qualifying work are provided for in the university's local act, which is available in the portfolio, electronic information educational environment of the university, and on the university's website.

<https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

9. FEATURES OF PROTECTING A GRADUATE QUALIFICATION WORK FOR PERSONS WITH DISABILITIES

All local regulations of the organization on the conduct of the state final certification are brought to the attention of disabled students in an accessible form.

At the written request of a disabled student, the duration of the state certification test may be extended in relation to the established duration of its delivery: The duration of a student's presentation during the defense of their final qualification work is no more than 15 minutes.

Depending on the individual characteristics of students with disabilities, the organization ensures that the following requirements are met when conducting a state certification test:

a) for the blind: assignments and other materials for passing the state certification test are drawn up in relief-dotted Braille or in the form of an electronic document accessible using a computer with specialized software for the blind, or they are read out by an assistant; written assignments are performed by students on paper in relief-dot Braille or on a computer with specialized software for the blind, or dictated to an assistant; if necessary, students are provided with a set of writing materials and paper for writing in relief-dot Braille, a computer with specialized software for the blind;

b) for visually impaired students: assignments and other materials for passing the state certification test are presented in enlarged print; individual uniform lighting of at least 300 lux is provided; if necessary, students are provided with a magnifying device, and they are allowed to use their own magnifying devices;

c) for deaf and hard-of-hearing students with severe speech impairments: collective sound amplification equipment is provided, and, if necessary, individual sound amplification equipment is provided for students; at their request, state certification tests are conducted in written form; d) for students with disabilities (severe impairments of upper limb motor functions or absence of upper limbs): written assignments are completed by students using a computer with specialized software or dictated to an assistant; at their request, state certification tests are conducted in oral form.

A disabled student submits a written application no later than 3 months before the start of the state final certification, stating the need to create special conditions for the student during the state certification tests, indicating the student's individual characteristics. The application is accompanied by documents confirming the student's individual characteristics (if the organization does not have such documents).

In the application, the student indicates the need (or lack of need) for an assistant to be present during the state certification test, as well as the need (or lack of need) for an extended duration of the state certification test compared to the established duration (for each state certification test).

10. APPEAL

According to the results of state certification tests, the student has the right to appeal.

The student submits a written appeal to the appeal committee regarding a violation of the established procedure for defending the thesis.

The procedure for submitting an appeal is provided for in the university's local act, which is available in the electronic information educational environment of the university and on the university's website.

<https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

11. LIST OF BASIC AND ADDITIONAL EDUCATIONAL AND SCIENTIFIC LITERATURE REQUIRED FOR PREPARING A GRADUATE QUALIFICATION PAPER

The website of the USUE Library

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

Basic literature:

2. Dreschinsky, V. A. Methodology of Scientific Research [Electronic resource]: textbook for universities. - Moscow: Yurayt, 2024. - 349 - Mode of access: <https://urait.ru/bcode/539139>

3. Moki V. S., Lukyanova T. A. Methodology of Scientific Research. Transdisciplinary approaches and methods [Electronic resource]: a textbook for universities. - Moscow: Yurayt, 2024. - 229 – Access mode: <https://urait.ru/bcode/539991>

Additional literature:

2. Faustova N. V. Organization and specifics of providing hotel services in hotels[Electronic resource]: textbook for secondary vocational education. - Moscow: Yurayt, 2024. - 188 p. - Access mode: <https://urait.ru/bcode/544092>

3. Zaitseva N.A. Human Resource Management in Hotels [Electronic resource]:Textbook. - Moscow: Publishing House "FORUM", 2023. - 416 – Access mode: <https://znanium.com/catalog/product/1082301>

12. LIST OF INFORMATION TECHNOLOGIES, INCLUDING A LIST OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE PREPARATION AND DEFENSE OF A GRADUATE QUALIFICATION WORK

List of licensed software:

Astra Linux Common Edition. Contract No. 0417-PO/2019 dated 08.05.2019, Act No. Sk000343 dated 24.05.2019, and Contract No. 35-U/2018 dated 13.06.2018, Act No. UT213 dated 17.12.2018. The license is valid indefinitely.

MyOffice Standard. Agreement No. SK-281 dated June 7, 2017. Date of conclusion: June 7, 2017. License validity period: unlimited.

Libre Office. GNU LGPL license. The license is valid indefinitely.

Adobe Reader. Free software license. The license is valid indefinitely.

7-Zip archiver. GNU LGPLv2.1 license + with unRAR restriction / LZMA SDK in the public domain. The license is valid indefinitely.

List of information reference systems and resources of the information and telecommunication network "Internet":

Reference and Legal System Consultant +. Contract No. 143/223-U/2025 dated 02.12.2025 License valid until 31.12.2026

Reference and legal system Garant. Contract No. 58419 dated December 22, 2015. License validity period is unlimited

Library on Technical and Fundamental Economic Analysis

www.forexpf.ru

Federal State Statistics Service of Russia

www.gks.ru

Ministry of Finance of Russia

www.minfin.ru

Statistical Portal of the Higher School of Economics

<http://stat.hse.ru>

Ministry of Economic Development of the Russian Federation

www.economy.gov.ru

Center for Economic and Financial Research and Development

www.cefir.ru

Educational Portal "Economics, Sociology, and Management"

<http://ecsocman.hse.ru/>

Economic Portal

www.economicus.ru

Institute for Economic Forecasting of the Russian Academy of Sciences (IEF RAS)

www.ecfor.ru

Problems of management theory and practice

<http://www.uptp.ru/>

Russian Online Economic Magazine

www.e-rej.ru

SPARK Professional Market and Company Analysis System

<http://www.spark-interfax.ru/Front/Index.aspx>

FIRA PRO system is a database of enterprises, industries, and regions in Russia

<http://www.fira.ru/>

13. DESCRIPTION OF THE MATERIAL AND TECHNICAL BASE REQUIRED FOR THE PREPARATION AND DEFENSE OF A GRADUATE QUALIFICATION WORK

The preparation and defense of the final qualifying work is carried out using the material and technical base of the USUE, the bases of practice (practical training), which provides the implementation of research and independent work of students:

Special premises are educational rooms for conducting group and individual consultations and preparation and defense of the final qualifying work.

The premises for research and independent work of students are equipped with computer equipment with the possibility of connecting to the Internet and providing access to the electronic information and educational environment of the USUE.

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

To conduct the defense of the final qualifying work, it is possible to use and demonstrate educational visual aids, thematic illustrations, and presentations, including the ability to connect to the Internet and access the EIOS of the Ural State University of Economics.

Stages	Stage Content	Deadlines for execution	Performers
Stage 3 - writing a thesis for students, conducting individual consultations with the student	Educational practice and research work - preparation of material for scientific publications based on the study, analysis, and activities of organizations to fulfill the main tasks of professional activity, functional responsibilities provided for by professional standards and practice programs; - collection of materials for the final qualifying work Appendices to the report 1. Analytical reference (introduction to the book) - selection of methods and means of solving research problems - content and structure of the final qualifying work - goals and objectives - substantiation of a scientific problem, - relevance of the topic, - scientific novelty - basic research concepts	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)
	Production practice and research work - preparation and publication of abstracts of articles, reports for participation in scientific events (round tables, conferences, etc.) - collection of materials for writing the first chapter of the thesis Appendices to the report 1. Article, abstracts, report for further publication 2. The first chapter of the final qualifying work	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)
	Production practice and research work - publication of the first scientific article. - collecting material for the second chapter of the final qualifying work	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)
	Production practice Practice by professional activity profile - acquisition of managerial and organizational work experience in a team; - collecting material for writing a second scientific article - Writing the second chapter of the final qualifying work	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)
	Production practice Scientific research work - approbation of the results of theoretical research. - preparation and publication of the second scientific article	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)
	Production practice Pre-graduate practice - writing and presentation of all chapters of the final qualifying work. - pre-defense of the final qualifying work. Appendices to the report 1. final qualifying work (in full) 2. List of works 3. Acts of implementation (if necessary and available)	In accordance with the student's individual research plan	Student Scientific supervisor (head of practice)

Methodological recommendations for the content of the final qualifying work

1. The structure of the final qualifying work

In general, the work consists of a title page, an abstract, an introduction, the first, second and third chapters, a conclusion, a list of sources used and appendices.

The approximate structure of the WRC:

Introduction

1 The theoretical foundations of the tourism enterprise

1.1 Regulatory and legal bases of the tourist enterprise activity

1.2 Socio-economic indicators characterizing the activity of a tourist enterprise

1.3 Directions of improvement of tourist activity in modern conditions

2 Analysis of the activities of the Elem travel agency

2.1 General information about the company

2.2 Analysis of socio-economic indicators of the Elem travel agency

2.3 Analysis of the travel agency's online promotion system

3 Improving the online promotion of services at the Elem travel agency

3.1 SMM-a strategy for promoting the activities of a travel agency

3.2 A mechanism for implementing recommendations for the promotion of a travel agency on the Internet

3.3 Assessment of the economic efficiency of promoting the activities of the Elem travel agency on the Internet

Conclusion

List of sources used

Appendix A

Appendix B

Appendix C

2. The content of the components of the final qualifying work

Introduction. In the introduction, it is necessary to substantiate the relevance of the chosen topic, the choice of the research object, and formulate the goals and objectives set in the work. The volume of the introduction is 2-3 pages of text.

The first chapter. The theoretical chapter should contain an overview of the current state of the problem under study, provide a description of existing theoretical approaches to its study, and assess the degree of development. The review should be critical. The main purpose of this chapter is to formulate the theoretical and methodological foundations for solving the problem chosen as the topic of the thesis. The first chapter serves as the main one for the study of factual data in subsequent chapters of the work, which should be practically a continuation of the theoretical chapter. The chapter should end with a brief summary of the issue under study. The volume of the chapter is about 20-25 pages.

The second chapter. The analytical chapter includes an analysis of the research object. The analysis and assessment of the research status are based on the data collected in practice from literary sources, statistical and reference materials, data from annual and operational materials of enterprises. For the convenience of analysis, the actual material is presented in the form of tables and figures.

The current state of the phenomenon under study, the achieved level of its development, and the methodology for calculating the most important indicators are analyzed. During the work

on the second chapter, it is necessary to identify the factors that affect the state of the object under study, assess the level of development achieved, and identify existing shortcomings.

The chapter should end with a brief summary of the results. The volume of the chapter is 20-25 pages.

The third chapter. The recommendation chapter discusses specific measures, methods, and solutions to the problem identified in chapter 2. Depending on the chosen topic, the chapter is devoted to improving the methodology of analysis, planning, organization of the company's activities or the development of specific proposals and recommendations to solve the identified problems.

The graduate should justify the proposals and recommendations with calculations of economic efficiency and supplement them with possible social consequences that will manifest themselves as a result of the implementation of these proposals, recommendations and activities. The volume of this chapter is 15-20 pages.

Conclusion. This part of the thesis should reflect the main provisions and conclusions contained in the work. The conclusion reflects the degree to which the tasks have been solved, the results obtained, and also indicates where and how the application of recommendations can bring practical benefits to the company. The volume is 3-4 pages.

Applications. Tables, primary materials, and bulky illustrated material are included in the appendices.

The volume of the final qualifying work should be approximately 60-80 pages of printed text.

When completing the work, the student must demonstrate skills in working on a personal computer (for example, statistical processing of materials, performing graphical constructions, performing mathematical calculations, using software to solve specific tasks set in the work).

The completion of the bachelor's thesis is carried out in accordance with the Regulations on the requirements for the design of the thesis.

The regulation on the requirements for the design of the WRC is posted on the website <https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

List of topics for final qualifying papers

1. Application of ESG mechanisms in tourism management
2. Application of international experience in the development of tourism business in regional tourism
3. Application of modern information technologies in the tourism industry
4. Application of the cluster approach in the development of the tourism industry
5. Assessment of the economic efficiency of investing in the development of the region's tourism infrastructure
6. Current trends in the development of the tourism market at the international level
7. Customer experience management in the tourism industry
8. Developing a strategy for building consumer loyalty in the tourism industry
9. Development and implementation of growth strategies in the tourism industry
10. Development of a business process management system for a tourism company
11. Development of a management model for tourism and recreational resources in the region
12. Development of a management system for organizing cultural events in the region
13. Development of a management system for the development of sports tourism in the region
14. Development of a management system for the region's tourism resources
15. Development of a model for managing cultural and historical resources in the tourism organization system
16. Development of a model for managing the region's tourism resources
17. Development of a set of measures for the development of the hospitality industry in an industrial city
18. Development of a set of measures to improve the quality of tourist services in the region
19. Development of a strategy for promoting tourism services on the international market
20. Development of a strategy for the sustainable development of a tourist destination
21. Development of creative management in the tourism industry
22. Development of financial management in the tourism business
23. Development of human resources for the tourism industry
24. Development of innovative management in the tourism business
25. Development of medical services exports in the region
26. Effective application of information and technological innovations in the tourism business
27. Features of the promotion of travel services in the tourist market
28. Formation of the concept of promoting a tourist destination on the global market of tourist services
29. Formation of the concept of promoting tourist services on the international market
30. Formation of the concept of public relations in the tourism business
31. Improvement of organizational and economic instruments for the development of medical tourism in the region
32. Improvement of organizational and economic instruments for the development of health tourism in the region
33. Improving the advertising policy of a tourism company
34. Improving the effectiveness of advertising in the tourism industry
35. Improving the effectiveness of promoting a tourist destination on the international market
36. Improving the effectiveness of tourism services promotion on the international market
37. Improving the efficiency of sales of tourist services
38. Improving the tools of sales of tourist services based on innovation
39. Integration of the regional tourism and hotel business in the global economy
40. Main trends and prospects for the development of international tourism in the region
41. Management of the tourist brand of a tourist destination

42. Management of tourist flows in international tourism
43. Organization and holding of specialized tours for foreign tourists in the region
44. Organization of a continuous education system for tourism personnel (in the region)
45. Organization of gaming and entertainment programs in tourism
46. Organization of recreation and entertainment in the tourist service
47. Problems and prospects of the formation of the market of sanatorium-resort and wellness services in the region
48. Prospects for the development of channels for the sale of tourist services
49. Prospects for the development of event tourism in a tourist destination
50. Prospects for the development of inbound tourism in the region
51. Prospects for the development of outbound tourism in the region
52. Prospects for the development of the catering services market of a tourist destination
53. Research of aspects of labor productivity growth in the tourism and hospitality industry
54. Research of aspects of professional career management of employees in the tourism industry
55. Research of aspects of strategic partnership between enterprises of different sectors of the tourism industry
56. Research of management problems of modern tourist complexes
57. Research on the efficiency of resource use in the tourism business
58. The main trends and prospects of the development of the SP-industry in the region
59. The role of entertainment centers in the organization of tourist programs
60. Tourism development as a factor of increasing the investment potential of the region
61. Using outsourcing in the hospitality industry as an integral part of a business efficiency strategy
62. Ways to increase the efficiency of using cultural and historical resources of a tourist destination