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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

Approved
at the Department meeting

November 27, 2025
Protocol # 10
Head of the Department Radygina E.G.

Approved
by the Council for Educational and
Methodological Issues and Quality of
Education

December 16, 2025
Protocol # 4
Chairman  Karkh D.A.
(signature)



PLACEMENT PROGRAMME

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

Compiled by:
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Ekaterinburg
2025

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INTRODUCTION

The internship program is part of the main professional educational program of higher education-the master's program developed in accordance with the Federal Standard for Higher Education

State Educational Standard of	Higher Education Federal State Educational Standard of Higher Education -Master's degree in the field of training 38.04.02 Management (Order No. 952 of the Ministry of Education and Science of the Russian Federation dated 12.08.2020)
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1. PURPOSE, TYPE, TYPE, METHOD AND FORMS OF PRACTICE

The purpose is to develop competencies in accordance with the types of professional activities that the program is focused on, in order to be ready to solve professional problems.

Type of Educational

Type of Introductory practice

Methods of conducting practice: none

Forms of conducting practice:

discrete - by type of practice

Practice can be conducted using distance educational technologies and e-learning.

2. THE PLACE OF PRACTICE IN THE STRUCTURE OF MAIN PROFESSIONAL EDUCATIONAL PROGRAM

Practice in full refers to the mandatory part of the curriculum.

3. SCOPE OF PRACTICE

Intermediate certification	Hours				credit units
	Just a semester	Contact work (according to study assignments)		Independent work Independent work including preparation of tests and term	
		papers Total	Practical exercises, including course design e		
Semester 1					
Credit	216	2	2	214	6

4. PLANNED RESULTS OF MASTERING MAIN PROFESSIONAL EDUCATIONAL

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

Code and name of the competence	Indicators of achievement of competencies
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UC-1 is able to carry out a critical analysis of problem situations based on a systematic approach, develop a strategy for the actions	AI-1.UC-1 Know: methods of critical analysis; methodology of the system approach; methods for identifying a problem situation
	AI-2.UC-1 Be able to: identify problem situations, search for information and solutions
	AI-3.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
UC-2 is able to manage a project at all stages of its life cycle	AI-1.UC-2 Know: the principles of forming a project task within the framework of the designated problem; the main requirements for project work and criteria for evaluating the results of project activities
	AI-2.UC-2 Should be able to: develop a project implementation plan, taking into account possible implementation risks and opportunities for their elimination; plan the necessary resources
	AI-3.UC-2 Have practical experience in monitoring the progress of project implementation; correcting deviations; making changes to the project implementation plan
UC-3 is able to organize and manage team work, developing a team strategy to achieve the set goal	AI-1.UC-3 Know: teamwork strategies; ways and methods of selecting team members to achieve the set goal
	ID-2.UC-3 Be able to: organize and adjust the work of the team, including on the basis of collective decisions
	AI-3.UC-3 Have practical experience in organizing and managing team interaction in solving set goals; experience in overcoming disagreements, disputes and conflicts that arise in the team based on taking into account the interests of the parties

UC-4 is able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	AI-1.UC-4 Know: modern communication technologies; standards of business written communication; principles of drawing up standard business documentation for academic and professional purposes in Russian and foreign languages
	AI-2.UC-4 Be able to: 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
	AI-3.UC-4 Have practical experience in presenting the results of research and project activities at various public events; participating in academic and professional discussions in a foreign language
UC-5 is able to analyze and take into account the diversity of cultures in the process of cross-cultural interaction	AI-1.UC-5 To know: fundamentals of social interaction aimed at solving professional problems; mechanisms of cross-cultural interaction in society
	AI-2.UC-5 Be able to: present professional information in the process of cross-cultural interaction; analyze the features of social interaction, taking into account national and ethno-cultural features
	AI-3.UC-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethno-cultural characteristics; cross-cultural interaction skills, taking into account the diversity of cultures
UC-6 is able to determine and implement the priorities of its own activities and ways to improve it on the basis of self	AI-1.UC-6 To know: theoretical and methodological foundations of self-development, self-realization, use of creative potential; fundamentals of planning a professional trajectory; technologies and methods of self
	AI-2.UC-6 Be able to: determine the priorities of professional activity and ways to improve it on the basis of self-assessment; develop, monitor, evaluate and research the components of professional activity; plan independent activities in solving professional problems

UC-6 is able to determine and implement the priorities of its own activities and ways to improve them based on the self	AI-3.UC-6 Have practical experience determining the effective course of action in the field of professional activity; making decisions at the level of one's own professional activity; planning one's own professional activity
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General professional competencies (GPC)

Code and name of competence	Indicators of achievement of competencies
GPC -1 is able to solve professional problems based on advanced knowledge of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices;	AI-1. GPC-1 To know methods of solving professional problems at an advanced level in the field of economic, organizational and managerial theory
	AI-2. GPC-1 Should be able to apply innovative approaches to solve the economic, organizational and managerial tasks
	AI-3. GPC-1 Have practical experience in generalizing and critically analyzing management practices in the field of management

<p>GPC-2 is able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving management and research tasks;</p>	<p>AI-1. GPC-2 Know modern techniques and methods of data collection, advanced methods of their processing and analysis</p>
	<p>AI-2. GPC-2 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 is able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness, social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>AI-1. GPC-3 To know methods of making sound organizational and managerial decisions</p>

<p>GPC-3 is able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness, social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>AI-2. GPC-3 Be able to assess the operational and organizational effectiveness and social significance of organizational and managerial decisions</p>
	<p>AI-3. GPC-3 Has practical experience in implementing organizational and managerial decisions in a complex (including cross-cultural) dynamic environment</p>
<p>GPC-4 is able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas activities 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 the organization project and process activities in the organization</p>

<p>GPC-4 is able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas of activity and corresponding business models of organizations;</p>	<p>AI-2. GPC-4 Be able to use modern management practices, leadership and communication skills</p>
	<p>AI-3. GPC-4 Have practical experience in identifying and evaluating new market opportunities, developing strategies for creating and developing innovative business lines and corresponding business models of the organization</p>
<p>GPC-5 is able to summarize and critically evaluate scientific research in management and related fields, and perform science-research projects.</p>	<p>AI-1. GPC-5 Know methods, technologies and tools for generalizing and critically evaluating the results of scientific research in management and economics</p>
	<p>AI-2. GPC-5 Be able to organize the work of creative teams to perform research work</p>

GPC-5 is capable of summarizing and critically evaluating scientific research in management and related fields, and performing science-research projects.	AI-3. GPC-5 Have practical experience in activating the activities of team members performing research projects
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5. THEMATIC PLAN

Stage	Hours						
	Stage name	Total hours	Contact work (according to study assignments)			independent work	Control of independent work
			Lectures	Laboratory exercises	Practical exercises classes		
Semester 1		216					
Stage 1.	Introduction to the enterprise, types of activities, assortment (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)	72			2	70	
Stage 2.	Analysis of common ground, self-assessment of professional activity (UC-1, UC-2, UC-3, UC-4, UC-5, UC-6)	144				144	

6. FORMS OF CURRENT CONTROL AND INTERMEDIATE CERTIFICATION ШКАЛЫ OF THE ASSESSMENT SCALE

Section/Stage	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control			
Familiarization with the enterprise, types of activities, assortment M	Analytical reference 1	Contains an analysis of the data of the enterprise, types of activities, main types of products (services) and their technical and economic characteristics, analysis of consumers (guests).	The following skills are evaluated: - substantiate theoretically and methodically the approach to studying the research problem (50%); - justify the practical significance of studying the problem for the organization (50%). Completion Rate: 0-100%

<p>Analysis of points of contact, self-assessment of professional activity соприкоснове of contact, self -assessment of professional activity</p>	<p>Analytical reference 2</p>	<p>Contains an analysis of the needs of guests, a description of points of contact, the main characteristics of the quality of service, suggestions for meeting the needs of guests, self-assessment of activities and analysis of their professional qualities, planning the trajectory of personal and professional development.</p>	<p>The following skills are evaluated: - substantiate theoretically and methodically the approach to studying the research problem (50%); - justify the practical significance of studying the problem for the organization (50%). Completion Rate: 0-100%</p>
<p>Intermediate certification</p>			
<p>1 semester (For)</p>	<p>The internship report with appendices</p>	<p>Includes: information about internship managers, training sessions on creating safe internship conditions for students that meet sanitary rules and labor protection requirements, information about the relevant organization, Appendices 1 and 2 with individual tasks. Report Protection: questions about the report content.</p>	<p>Estimated by: - validity of the research problem (50%);- reasonableness of conclusions (50%). Percentage of completion: 0-100%</p>

DESCRIPTION OF GRADING SCALES

Current control. A 100-point rating system is used. During the internship, internship managers from the relevant organization and university exercise control in accordance with the joint plan and the individual plan of the student. The student's report sets the percentage of completion and marks " completed/not completed "

Intermediate Certification. The rating system is used. Evaluation of the student 's work at the end of the internship is carried out by the head of the internship from the university in accordance with the system of evaluating the student 's achievements during the internship developed by him.

Procedure for translating the rating provided by the rating system:

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

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

Rating indicator	5-point rating indicator	Indicator characteristics
100% - 85%	excellent	have excellent 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, carry out evaluation
84% - 70%	good	have good 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. There may be some errors corrected by the student independently in the course of work (answer, etc.)
69% - 50%	satisfactory	have satisfactory general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, etc. evaluate results at an average level. Mistakes are allowed that the student finds difficult to correct on their own.
49 % or less	unsatisfactorily	do not have a full 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 abilities for solving professional tasks are not formed
100% - 50%	credited	indicator characteristics correspond to "excellent", "good", "satisfactory"
49 % or less	not credited	indicator characteristics correspond to "unsatisfactory"

7. CONTENT OF PRACTICE

7.2 Content of practical classes and laboratory works

Stage 1. Familiarization with the enterprise, types of activities, assortment (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)

Organizational meeting.

Signing an internship contract, getting an individual internship assignment.

7.3. Content of independent work

Stage 2. Analysis of common ground, self-assessment of professional activity (UC-1, UC-2, UC-3, UC-4, UC-5, UC-6)

Characteristics of the company. Study of open sources of information about the organization: the type and form of activity of the enterprise, legal bases, history, prospects for its development, main types of services and their characteristics; organizational structure of management, content of economic work at the enterprise; relations of the enterprise with external counterparties, performance indicators.

Enterprise through the eyes of a guest: analysis of guests' needs, description of points of contact, main characteristics of service quality). Suggestions for meeting the needs

of guests. Collection, processing and systematization of information in accordance with the task.

Self-assessment of activities and analysis of their professional qualities, planning the trajectory of personal and professional growth and development.

Preparation of reporting documentation on the practice.

Placement of the practice report in the student's portfolio.

7.3.1. Joint work schedule of the internship

Annex 1

7.3.2. Individual assignment

Annex 2

7.3.3. Assessment fund for intermediate certification of students in practice

Annex 3

7.4. Report on practice

Annex 4

8. FEATURES OF THE ORGANIZATION OF PRACTICE FOR PERSONS WITH DISABILITIES

Practice for students with disabilities and disabled people is carried out taking into account the peculiarities of their psychophysical development, individual capabilities and health status.

At the request of the student

- in order to ensure the availability of practical training, the relevant organization and USUE provide the following conditions:

- a special procedure for practical training, taking into account the state of their health in forms adapted to the limitations of their health;

- the use of distance educational technologies that provide for the possibility of receiving and transmitting information in forms accessible to them.

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

9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR PRACTICAL TRAINING

Сайт USUE Library website

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

Main literature:

2. Berezovaya L. G. Istoriya turizma i hospiststva [History of tourism and hospitality]. - Moscow: Yurayt Publ., 2024. - 429-Available at: <https://urait.ru/bcode/536081>
3. Skobeltsyna A. S., Sharukhin A. P. Technologies and organization of excursion services [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2024. - 251-Available at: <https://urait.ru/bcode/540717>
4. Ignatieva I. F. Organizacija turistskoj deyatel'nosti [Organization of tourist activity]. - Moscow: Yurayt Publ., 2024. - 405-Available at: <https://urait.ru/bcode/551808>
5. Stakhova L. V. Osnovy turizma [Fundamentals of tourism]. - Moscow: Yurayt Publ., 2024. - 327-Available at: <https://urait.ru/bcode/544097>
6. Voronkova L. P. Istoriya turizma i hospitatelstva [History of tourism and hospitality]: Training manual. Moscow: KnoRus Publ., 2024, 347 p. Available at: <https://book.ru/book/955155>

Additional literature:

2. Volk E. N., Zyryanov A. I., Limpinskaya A. A., Kharitonova N. V. Service: organization, management, marketing [Electronic resource]: Textbook. - Moscow: Publishing and Trading Corporation "Dashkov & K", 2022. - 248-Available at: <https://znanium.com/catalog/product/2084343>
3. Kamenets A.V., Kirova M. S., Urmina I. A. Youth social tourism [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2024. - 192-Available at: <https://urait.ru/bcode/537857>
4. Suvorova G. M., Prikhodko V. N., Morozov S. A., Kuznetsov A.V., Smirnova L. M. Safe rest and tourism [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2024. - 195-Available at: <https://urait.ru/bcode/538265>
5. Sushchinskaya M. D. Kul'turnyi turizm [Cultural tourism]: uchebnoe posobie dlya vuzov [Textbook for universities]. - Moscow: Yurayt Publ., 2024. - 157-Available at: <https://urait.ru/bcode/538349>

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST ЛИЦЕНЗИОННОГО ПОСОБИЯ ПО ЛИЦЕНЗИРОВАННОМУ ПОДСОБИЮ И СИСТЕМАМ ССЫЛКИ НА ИНФОРМАЦИОННЫЕ РЕСУРСЫ, ИСПОЛЬЗУЕМЫЕ ДЛЯ ПРАКТИЧЕСКОГО ОБУЧЕНИЯ

List of licensed software:

Astra Linux Common Edition. Contract No. 0417-U / 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 for an unlimited period of time.

MyOffice is standard. Agreement no. SK-281 of 7 June 7, 2017. Date of conclusion - 07.06.2017. The license - is valid for an unlimited period of time.

Libre Office. The GNU LGPL license. The license - is valid for an unlimited period of time.

7-Zip archiver. GNU LGPLv2.1 + with unRAR restriction / LZMA SDK in the public domain. The license - is valid for an unlimited period of time.

Adobe Reader. A freeware license. The license - is valid for an unlimited period of time.

Master PDF Editor. Agreement No. 2610/2020/340-223 of 27.10.2020, Act No. 1/28/10 of 28.10.2020. The license - is valid for an unlimited period of time.

List of information reference systems and resources of the Internet information and telecommunications network:

Legal reference system Consultant +. Contract No. 143/223-U / 2025 dated 02.12.2025 License validity License validity period until 31.12.2026

31.12.2026 Garant Reference and Legal system . Agreement No. 58419 of 22 December 2015. The period of validity of the license is without restrictions of time

Library for technical and fundamental economic analysis

www.forexpf.ru

Federal service of state statistics of Russia

www.gks.ru

the Ministry of Finance of Russia

www.minfin.ru

Statistical portal of the Higher school of Economics

<http://stat.hse.EN>

the 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, management"

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

Economic portal

www.economicus.ru

Institute of economic forecasting of the Russian Academy of Sciences (IEF RAS)

www.ecfor.ru

Problems of the theory and practice of management

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

Russian economic online magazine

www.e-rej.ru

System professional analysis of markets and companies SPARK

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

System FIRA PRO – base data of enterprises industries and regions of Russia

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

BvD- Information about companies and business Analytics

<http://www.bvdinfo.com/ru-ru/home>

Hotel business online

<http://prohotelia.com.ua/>

world Association of hotels and restaurants

<http://www.ih-ra.com/>

the Russian Union of travel industry

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

Russian hotel Association

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

The Federation of restaurateurs and hoteliers

<http://www.new.frio.ru/>

Portal about hotel business

<http://prohotel.ru>

the Community of professionals in the hospitality business

www.frontdesk.ru

the Management of the hotel

<https://welcomezone.ru/>

11. DESCRIPTION MATERIAL AND TECHNICAL BASE REQUIRED FOR PRACTICAL TRAINING

Implementation of practical training is carried out using the material and technical base of USUE and the relevant organization (if necessary).

Workplaces and premises 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 USUE and the relevant organization (if available).

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