

Документ подписан простой электронной подписью

Информация о владельце:

ФИО: Силин Яков Петрович

Должность: Ректор

Дата подписания: 18.06.2026 10:44:09

Уникальный программный ключ:

24f866be2aca16484036a8cbb3c509a9531e605f

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



(signature)

Karkh D.A.

PLACEMENT PROGRAMME

| | |
|--------------------|--|
| Form | On-the-job placement |
| Type | Technological (project-technological) 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:
Associate Professor,
Candidate of Pedagogical Sciences
Radygina E.G.

Ekaterinburg
2025

CONTENTS

| | |
|---|-----------|
| INTRODUCTION | 3 |
| 1. PURPOSE, TYPE ,TYPE, METHOD (IF ANY) AND FORMS OF PRACTICE | 3 |
| 2. PLACE OF PRACTICE IN THE STRUCTURE OF MAIN PROFESSIONAL EDUCATIONAL PROGRAM | 3 |
| 3. SCOPE OF PRACTICE | 3 |
| 4. PLANNED RESULTS OF MAIN PROFESSIONAL EDUCATIONAL PROGRAM | 3 |
| 5. THEMATIC PLAN | 6 |
| 6. FORMS OF CURRENT MONITORING AND INTERMEDIATE CERTIFICATION ASSESSMENT SCALES | 7 |
| 7. CONTENT OF PRACTICE | 9 |
| 8. FEATURES OF THE ORGANIZATION OF PRACTICE FOR PERSONS WITH DISABILITIES | 11 |
| 9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR PRACTICAL TRAINING | 11 |
| 10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED DURING THE INTERNSHIP | 12 |
| 11. DESCRIPTION OF THE MATERIAL AND TECHNICAL BASE REQUIRED FOR THE INTERNSHIP | 13 |

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) |
|-------------------------------|--|

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 practice: Production

Sybtype of practice: Technological (project-technological) practice

Methods of practice: none

Forms of practice:

discrete - by type of practice

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

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

Practice in full refers to the part formed by participants in educational relations.

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 3 | | | | | |
| Credit | 108 | 2 | 2 | 106 | 3 |

4. PLANNED RESULTS OF MASTERING MAIN PROFESSIONAL EDUCATIONAL PROGRAM

As a result of practical training, the student should 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 |
|---------------------------------|---|
| organizational and managerial | |

| | |
|---|--|
| <p>PC-1 Organization of work on foreign economic activity</p> | <p>AI-1.PC-1 Know: Regulatory legal acts regulating foreign economic activity; International agreements in the field of standards and product requirements; Rules for processing documentation under a foreign trade contract; Procedure for document management in an organization; Terms of a foreign trade contract; Ethics of business communication and negotiation rules; English (advanced threshold level B2); Fundamentals of labor legislation of the Russian Federation; Rules for Administrative document management; The procedure for drawing up established reports; Fire safety rules; Labor protection requirements</p> |
| | <p>AI-2.PC-1 Should Be Able To: Use computing, copying, auxiliary equipment and various types of telecommunication communication; Formulate and distribute tasks among employees of the division in the organization; Communicate with potential partners using modern communication tools; 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 the formation of business relations with foreign individual proposals; Summarize and systematize the requirements of the legislation of the Russian Federation and the requirements of international agreements and agreements for foreign economic activity</p> |
| | <p>AI-3.PC-1 Have practical experience: Planning and setting tasks for employees of the division in the organization; Obtaining and analyzing information on the implementation of foreign trade contracts; Ensuring internal interaction between the organization's profile specialists on the terms of cooperation with potential partners for concluding and (or) maintaining a foreign trade contract; Determining the circle of participants in the implementation of a foreign trade contract; Interaction with the organization's profile specialists and third-party organizations in order to verify the reliability potential partners for concluding a foreign trade contract; of the contract. Processing of received data, information and documents about potential partners for concluding a foreign trade contract; Conducting a final analysis of potential partners ' proposals on the terms of cooperation for concluding a foreign trade contract; Selecting potential partners for concluding a foreign trade contract; Ensuring 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 agreements; Compiling a list and monitoring changes in measures of state support for foreign economic activity</p> |

| | |
|--|---|
| PC-2 Planning of foreign economic activity of the organization | AI-1.PC-2 Know: Regulatory legal acts regulating state support for foreign economic activity; Types, forms and tools of state support for foreign economic activity; Methods and fundamentals of system analysis of foreign economic information; Procedure for document flow in an organization; Fundamentals of Risk Management in Foreign Economic Activity; Fundamentals of Business Planning; Marketing and Pricing Features; Fundamentals of Economic Theory |
| | AI-2.PC-2 Should 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 |
| | AI-3.PC-2 Have practical experience: Preparation of the draft plan of foreign economic activity taking into account the priorities of the organization's foreign economic activity; Presentation of the plan of foreign economic activity of the organization; Making, if necessary, additions and changes to the plan of foreign economic activity of the organization; Approval and presentation in the organization of the final plan of foreign economic activity |
| PC-3 Definition of the concept and strategy of development of the tourist organization | AI-1.PC-3 Know: Laws and other regulatory legal acts in the field of tourism and consumer protection; industry rules and standards; labor and civil legislation; Local regulatory acts of the organization, including internal labor regulations and instructions on labor protection and fire safety; Priority areas for tourism development in Russia and in the world; Organization of financial and economic activities Organization of marketing and advertising activities of a tourist organization; |
| | AI-2.PC-3 Should Be Able To: To plan the activities of a tourist organization; To determine promising areas of activity of a tourist organization; To use specialized software; |
| | AI-3.PC-3 Have practical experience: Defining the concept of development of a tourist organization; Developing a strategy and development plan for a tourist organization; Ensuring the implementation of projects in accordance with the approved development strategy of a tourist organization. |
| PC-4 Organization of activities for the implementation of tourist services | AI-1.PC-4 Know: Fundamentals of economics, labor organization and management; Specialization and features of the structure of a tourist organization; Fundamentals of office management; Economics of international tourism; Fundamentals of Psychology, Ethics, Aesthetics; |

| | |
|---|--|
| PC-4 Organization of activities for the implementation of tourist services | AI-2.PC-4 Should Be Able To: Organize the work and interaction of departments of the tourism organization; Manage the development of the marketing plan and marketing programs of the tourism organization; Determine the marketing price strategy of the tourism organization; Develop the marketing communication strategy of the tourism organization; Develop the marketing sales strategy of the tourism organization; Monitor the marketing activities of the tourism organization; Organize and conduct business negotiations; Determine the terms and conclude contracts related to Control the quality of tourist and excursion services and the fulfillment of the terms of contracts for the provision of tourist services; |
| | AI-3.PC-4 Have practical experience: Implementation of general management of the main, administrative, economic and financial-economic activities of the tourist organization; Approval of current and future work plans of the tourist organization; Forecasting and planning the volume of sales of tourist services; Formation of the marketing strategy of the tourist organization and management of marketing and sales of tourist and excursion services; Organization of work on the development of programs and technological documents of the tourist product; Organization of work on identifying problems in the activities of the tourist organization (division), reviewing customer comments and suggestions, managing conflict situations and resolving them. |
| PC-5 Formation and implementation of the personnel policy of the tourist organization | AI-1.PC-5 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; |
| | AI-2.PC-5 Should Be Able To: Take measures to equip the tourist organization (subdivision) with qualified personnel; Create conditions for encouraging employees of the tourist organization (subdivision), effectively using their knowledge and experience; Promote professional development of employees of the tourist organization (subdivision); Promote the creation of healthy and safe working conditions; Ensure the strengthening of labor and industrial discipline; Ensure compliance with labor protection requirements and fire safety; |
| | AI-3.PC-5 Have practical experience: Development of the staff schedule of the tourist organization; Ensuring compliance with the internal labor regulations of the tourist organization; Organization of compliance with labor protection requirements by employees of the tourist organization. |

5. THEMATIC PLAN

| | |
|-------|----------|
| Stage | of Hours |
|-------|----------|

| | Stage name | Total hours | Contact work (according to study assignments) | | | independent work | Control Independent work control independent work |
|------------|---|-------------|---|----------------------|-----------------------------|------------------|---|
| | | | Lectures | Laboratory exercises | Practice exercises sessions | | |
| Semester 3 | | 108 | | | | | |
| Stage 1. | Analysis of the technical and economic characteristics of the enterprise (PC-1, PC-2, PC-3) | 33 | | | 2 | 31 | |
| Stage 2. | Analysis of the technological process of service provision (PC-1, PC-2, PC-3) | 25 | | | | 25 | |
| Stage 3. | Design of technological activity of the enterprise (PC-4, PC-5) | 50 | | | | 50 | |

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

| Section/Stage | Type of evaluation tool | Description of the evaluation tool | Evaluation criteria |
|--|-------------------------|--|---|
| Current control | | | |
| Analysis of technical and economical characteristics of the enterprise | Analytical reference 1 | Characteristics of the enterprise: name, organizational and legal form, types of activities, main types of products and technical and economic characteristics, types of consumers, organizational structure of enterprise management, relations of the enterprise with external counterparties. Collecting information from open sources about the company, from accounting and statistical reports. | The following skills are evaluated: - collect and analyze data (30%); - design a product (service) (50%); - draw conclusions (20%). Completion Rate: 0-100% |
| Analysis of the technological process of service provision | Analytical Reference 2 | Contains an analysis of the technological process: assessment of the service's compliance with the needs and expectations of guests, description of the workplace, analysis of the work content, and analysis of time spent. Content of the technological map: - assessment of compliance of the hotel service with the needs and expectations of guests; - description of the workplace; - analysis of the work content ; - analysis of time spent. - Designing the technological activity of the enterprise: development of recommendations for optimizing the production activity of the enterprise | The following skills are evaluated: - collect and analyze data (30%); - design a product (service) (50%); - draw conclusions (20%). Completion Rate: 0-100 % |

| | | | |
|--|---------------------------------------|--|--|
| Designing the technological activity of the enterprise | Analytical reference 3 | Contains recommendations for optimizing the production activity of the enterprise, the technological process and personnel management processes. | The following skills are evaluated: - collect data (30%);- analyze data (50%); - draw conclusions (20%). Completion Rate: 0-100 % |
| Intermediate certification | | | |
| 3 semester (For) | The internship report with appendices | 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. | Estimated by: - validity of the research problem (50%);- reasonableness of conclusions (50%). Percentage of completion: 0-100 |

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. Analysis of technical and economic characteristics of the enterprise (PC-1, PC-2, PC-3)
Organizational meeting.
Signing an internship contract, getting an individual internship assignment.

7.3. Content of independent work

Stage 2. Analysis of the service delivery process (PC-1, PC-2, PC-3)
Process analysis: assessing whether the service meets the needs and expectations of guests, describing the workplace, analyzing the content of the work, and analyzing the time spent.
Content of the technological map:
- assessment of compliance of the hotel service with the needs and expectations of guests;
- description of the workplace;
- analysis of the content of the work;
- analysis of time spent.

Stage 3. Designing the technological activity of the enterprise (PC-4, PC-5)
Preparation of reporting documentation on the practice. Placement of the practice report in the student's portfolio. Protecting the report.
Designing of technological activity of the enterprise: development of recommendations for optimization of production activity of the enterprise and processes of personnel management.

7.3.1. Joint work schedule for practical

training Annex 1

7.3.2. Individual assignment Annex 2

7.3.3. Assessment fund for intermediate certification of students in practical training Annex 3

7.4. Practical training report 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 библиотеки USUE Library website

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

Main literature:

2. Jum T. A., Zaiko G. M. Modern forms of service in the restaurant business [Electronic resource]: Training manual. - Moscow: Magister Publishing House, 2024. - 528- Available at: <https://znanium.com/catalog/product/2079694>
3. Semerkova L. N., Belyakova V. A., Sherstobitova T. I., Latynova S. V. Technology and organization of hotel services [Electronic resource]: Training manual. - Moscow: INFRA-M Scientific Publishing Center, LLC, 2024. - 320- Available at: <https://znanium.com/catalog/product/2127009>
4. Nikolenko P., Shamin E. A., Klyueva Yu. S. Organization of hotel business [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2024. - 531- Available at: <https://urait.ru/bcode/542236>
5. Nikolenko P., Gavrilyeva T. F. Proektirovanie gostinichnoi deyatel'nosti [Design of hotel activity]. - Moscow: Yurayt Publ., 2024. - 548- Available at: <https://urait.ru/bcode/542538>
6. Romanova M. M. Organization of hotel business [Electronic resource]: Practicum. - Moscow: Rusains, 2024. - 251 p. - Available at: <https://book.ru/book/954864>
7. Timokhina T. L. Organization of hotel business [Electronic resource]: textbook for universities. - Moscow: Yurayt, 2024. - 297- Available at: <https://urait.ru/bcode/536172>
8. Efremova M. V. Upravlenie kachestvom gostinichnykh uslug [Quality management of hotel services]. - Moscow: Yurayt, 2024. - 399- Available at: <https://urait.ru/bcode/534556>

Additional literature:

2. Izosimova I. V., Sergacheva O. M. The art of service in restaurant establishments [Electronic resource]: Training manual. Krasnoyarsk: Siberian Federal University, 2021. - 172 - Available at: <https://znanium.com/catalog/product/1818948>

3. Mozhaeva N. G., Kamshechko M. V. Industry of hospitality. Praktikum [Electronic resource]: Educational and methodical literature. - Moscow: INFRA-M Scientific Publishing Center LLC, 2022. - 113- Available at: <https://znanium.com/catalog/product/1451839>

4. 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>

5. Bystrov S. A. Technology and organization of restaurant business and tourist nutrition [Electronic resource]: Textbook. - Moscow: INFRA-M Scientific Publishing Center LLC, 2023. - 536- Available at: <https://znanium.com/catalog/product/2122942>

6. Timokhina T. L. Tekhnologii gostinichnoi deyatel'nosti: teoriya i praktika [Technologies of hotel activity: theory and practice]. - Moscow: Yurayt Publ., 2024. - 300- Available at: <https://urait.ru/bcode/536173>

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST ЛИЦЕНЗИОННОГО OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED FOR PRACTICAL TRAINING

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.

Microsoft Windows 10. Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020. The license - is valid for an unlimited period of time.

Microsoft Office 2016. Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020 License validity period-No time limit.

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 license is valid for an unlimited period

Library of work on technical and fundamental economic analysis

www.forexpf.ru

Federal State Statistics Service of Russia

w.gks.ru

Ministry of Finance of Russia

www.minfin.ru

Statistical portal of the Higher School of Economics

[http // stat. hse. ru](http://stat.hse.ru)

Ministry of Economic Development of the Russian Federation

www.economy.gov.ru

Center for Economic and Financial Research and Development

w.cefir.ru

Educational portal "Economics, Sociology, Management"

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

Economic portal

www.economicus.ru

Institute of National Economic Forecasting of the Russian Academy of Sciences (INP RAS)

www.ecfor.ru

Problems of management theory and practice management

[http://www.uptp.ru /](http://www.uptp.ru/)

Russian Economic Online Magazine

www.e-rej.ru GARANT

Reference and Legal system , online version of GARANT-student

[http://student.garant.ru /](http://student.garant.ru/)

GARANT Reference and Legal System , online version of "Main regulatory acts"

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

Legal Reference system Consultant Plus

<http://www.consultant.ru>

Система SPARK Professional анализа http://www.consultant.ru SPARK Professional Market and Company Analysis СПАРК

System <http://www.spark-interfax.ru/Front/Index.aspx> FIRA PRO - база a database of Russian enterprises, industries и , and regions

BvD- information about Company information and Business Analytics

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

11. DESCRIPTION MATERIAL AND TECHNICAL BASE REQUIRED FOR PRACTICAL TRAINING

Implementation of practical training is carried c 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.