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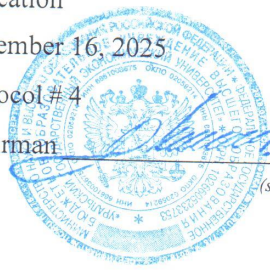
MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

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	On-the-job placement
Type	Scientific research work
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

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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 Production

Type of Scientific research work

Methods of conducting practical none

Forms of conducting practical

discrete - by type of practice

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

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

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

3. SCOPE OF PRACTICE

Intermediate control	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 2					
Credit	540	2	2	538	15
Semester 3					
Credit	216	2	2	214	6
	756	4	4	752	21

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 of High Education.

Code and name of the competence	Indicators of achievement of competencies
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<p>GPC-1 is able to solve professional tasks based on advanced knowledge 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 Should be able to apply innovative approaches to solve the economic, organizational and managerial tasks</p>
	<p>AI-3. GPC-1 Has practical experience in generalizing and critically analyzing management practices in the field of management</p>
<p>GPC-2 is able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving management and research tasks;</p>	<p>AI-1. GPC-2 To know modern techniques and methods of data collection, advanced methods of their processing and analysis</p>

<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-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 Know the methods of making sound organizational and managerial decisions</p>
	<p>AI-2. GPC-3 Should be able to assess the operational and organizational effectiveness and social significance of organizational and managerial decisions made</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-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 of project and process activities in the organization</p>
	<p>AI-2. GPC-4 Be able to use modern management practices, leadership and communication skills in process and project activities of communication skills</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-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 scientific-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>
	<p>AI-3. GPC-5 Have practical experience in activating the activities of team members performing research projects</p>

5. THEMATIC PLAN

Stage	Hours						
	Stage name	Total hours	Contact work (according to study assignments)			independent work	Control Independent work control independent work
			Lectures	Laboratory exercises	Practical exercises classes		
Semester 2		540					
Stage 1.	Theoretical and methodological substantiation of the research problem (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)	270			1	269	

Stage 2.	Generalization and evaluation of the results obtained in the process of solving communication problems using information technologies (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)	270			1	269	
Semester 3		216					
Stage 3.	Analysis of industry data and trends in the development of the tourism industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)	107			1	106	
Stage 4.	Interpretation of the financial and economic indicators of the enterprise / industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5)	109			1	108	

**6. FORMS OF CURRENT CONTROL AND monitoring of the company / industry.
INTERMEDIATE CERTIFICATION**

Section/Stage	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control			
Stage 1	Analytical reference 1	Structure of the theoretical, methodological and practical justification of the research problem	<p>The ability is evaluated: - to justify theoretically and methodically the approach to studying the research problem (50%) - to justify the practical significance of studying the problem for the organization (50%)</p> <p>Completion Rate: 0-100%</p>

<p>Stage 2</p>	<p>Analytical reference 2</p>	<p>Study of theoretical material and statistical data on the subject of research, identification of development patterns</p>	<p>The ability is evaluated: - to justify theoretically and methodically the approach to studying the research problem (50%) - to justify the practical significance of studying the problem for the organization (50%) Completion Rate: 0-100%</p>
<p>Stage 3</p>	<p>Analytical reference 3</p>	<p>Contains justification of the practical relevance of the research problem for the organization (industry), initial data on the implementation of the research task in accordance with the practical research plan</p>	<p>The ability is evaluated: - to justify theoretically and methodically the approach to studying the research problem (50%) - to justify the practical significance of studying the problem for the organization (50%) Completion Rate: 0-100%</p>

Stage 4	Analytical reference 4	Contains calculation and analysis of the main financial and economic performance indicators of the enterprise / industry and conclusions: - data collection and calculation of financial and economic indicators; - analysis of absolute and relative changes in the main indicators of the financial and economic condition of the enterprise / industry, resource use; - initial data, calculations of indicators, analysis on the implementation of the research task in accordance with the topic of the final qualification work.	The following skills are evaluated: - to justify theoretically and methodically the approach to studying the research problem (50%) - to justify the practical significance of studying the problem for the organization (50%) Completion Rate: 0-100%
Intermediate certification			
2 semester (For)	The internship report with appendices	Includes: information about internship managers, training sessions on creating safe conditions for students to complete internships that meet sanitary rules and labor protection requirements, information about the relevant organization, Appendices 1 and 2 with the implementation of an individual task (analytical reference 1 and 2). Report protection: questions about the report content.	Estimated by: - validity of the research problem (50%) - reasonableness of conclusions (50%) Completion rate: 0-100%
3 semester (Per)	The internship report with appendices	Includes: information about internship managers, training sessions on creating safe conditions for students to complete internships that meet sanitary rules and labor protection requirements, information about the relevant organization, Appendices 1 and 2 with individual tasks (analytical reference 3 and 4). Report protection: questions about the report content.	Estimated by: - validity of the research problem (50%); - reasonableness of conclusions (50%). Completion Rate: 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

<p>Stage 1. Theoretical and methodological substantiation of the research problem (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Structure of theoretical, methodological and practical substantiation of the research problem (Analytical reference 1)</p>
<p>Stage 2. Generalization and evaluation of the results obtained in the process of solving communication problems using information technologies (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Study of theoretical material and statistical data on the subject of research, identification of development patterns. Preparation of reporting documentation on the practice. Placement of the practice report in the student's portfolio. Protecting the report.</p>
<p>Stage 3. Analysis of industry data and trends in the development of the tourism industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Justification of the practical relevance of the research problem for the organization (industry), initial data on the implementation of the research task in accordance with the practical research plan (Analytical reference 3).</p>
<p>Stage 4. Interpretation of financial and economic indicators of the enterprise / industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Selection and analysis of the main financial and economic performance indicators of the enterprise / industry (Analytical reference 4)</p>

7.3. Content of independent work

<p>Stage 2. Generalization and evaluation of the results obtained in the process of solving communication problems using information technologies (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Study of theoretical material and statistical data on the subject of research, identification of development patterns (Analytical reference 2)</p>
<p>Stage 3. Analysis of industry data and trends in the development of the tourism industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Justification of the practical relevance of the research problem for the organization (industry), initial data on the implementation of the research task in accordance with the practical research plan.</p>
<p>Stage 4. Interpretation of financial and economic indicators of the enterprise / industry (GPC-1, GPC-2, GPC-3, GPC-4, GPC-5) Interpretation of the main financial and economic performance indicators of the enterprise / industry and conclusions: - data collection and calculation of financial and economic indicators; - analysis of absolute and relative changes in the main indicators of the financial and economic condition of the enterprise / industry, resource use; - initial data, calculations of indicators, analysis on the implementation of the research task in accordance with the topic of the final qualification work.</p>

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. Ovcharov A. O., Ovcharova T. N. Metodologiya nauchnogo issledovaniya [Methodology of scientific research]:Textbook. - Moscow: INFRA-M Scientific Publishing Center LLC, 2023. - 310- Available at: <https://znanium.com/catalog/product/1913251>

3. Drechinsky V. A. Metodologiya nauchnykh issledovaniy [Methodology of scientific research]. - Moscow: Yurayt Publ., 2025. - 349- Available at: <https://urait.ru/bcode/563082>

4. Emelyanova I. N. Osnovy nauchnoi deyatel'nosti studenta [Fundamentals of student's scientific activity]. Master's thesis [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2025. - 107- Available at: <https://urait.ru/bcode/564684>

5. Boush G. D., Razumov V. I. Metodologiya nauchnogo issledovaniya (v kand. i doktorskikh dissertatsii) [Methodology of scientific research (in candidate and doctoral dissertations)]:Textbook. - Moscow: INFRA -M Scientific Publishing Center, 2026. - 227- Available at: <https://znanium.com/catalog/product/2217546>

Additional literature:

2. Shklyar M. F. Osnovy nauchnykh issledovaniy [Fundamentals of scientific research]:Study guide for Bachelors : A study guide. - Moscow: Publishing and Trading Corporation "Dashkov & K", 2022. -

3. Reznik S. D. University doctoral student: dissertation, preparation for defense, personal organization [Electronic resource]:Practical guide. - Moscow: INFRA-M Scientific Publishing Center, 2025. - 282-

4. Korotkov E. M. Issledovanie sistem upravleniya [Research of control systems] . - Moscow: Yurayt Publ., 2025. - 226- Available at: <https://urait.ru/bcode/560295>

5. Vladi S. Doctoral dissertation: successfully, effectively and with pleasure [Electronic resource]:Practical guide. - Moscow: INFRA-M Scientific Publishing Center LLC, 2026. - 128 - Available at: <https://znanium.com/catalog/product/2231096>

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

1C Configuration: Enterprise 8. Trade management. Договор B/N Agreement of 02.06.2009, License Agreement No. 8971903, Act No. 62 of 15.07.2009 " 1C:Salary and personnel of a budget institution 8" (reg. number 9648728).

Archiver 7-Zip. 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.

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

Garant reference and legal system. Agreement No. 58419 of 22 December 2015. The license is valid for an unlimited period of time limit

Legal reference system time in the Consultant +Reference and Legal System. Contract No. 143/223-U/2025 from 02.12.2025 Period of validity of the license to 31.12.2026

Library for technical and fundamental economic analysis

www.forexpf.ru

Federal service of state statistics of Russia

w.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

w.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

Reference and legal system of the GUARANT, the 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/>

Consultant Plus Legal Reference

SPARK Professional <http://www.consultant.ru> **SPARK Professional Market and Company Analysis**

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

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

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

BvD- Information. 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 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.