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Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

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



COURSE PROGRAMME

Title	Event Management and the MICE industry
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 work program of the discipline is part of the main professional educational program of higher education-the master's program developed in accordance with the Federal State Educational Standard of Higher Education

State Educational Standard of	Federal State Educational Standard of Higher Education -Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 of
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1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of the discipline MICE Industry Technologies is to form students' knowledge system on the basics of technology, organization and management of MICE in the industry; the formation of competencies differentiated by levels, professional skills, skills for practical implementation, planning and organization of MICE events.

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

Discipline refers to the part formed by the participants of educational relations.

3. SCOPE OF THE DISCIPLINE

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	Lectures	Practical exercises, including course design e		
Semester 3						
Test	72	16	8	8	56	2

4. PLANNED RESULTS OF MASTERING THE MAIN PROFESSIONAL EDUCATIONAL

As a result of mastering the main professional educational program, the graduate should have formed the competencies established in accordance with the Federal State Educational Standard for Higher Education.

Code and name of competence	Indicators of achievement of competencies
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

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-3.UC-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
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

Professional competencies (PC)

Code and name of competencies	Indicators of achievement of competencies
organizational and managerial	
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;
	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;

PC-4 Organization of activities for the implementation 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

Topic	of Hours						
	Name of topic	Total hours	Contact work (according to study assignments)			independent work	Control Independent work control independent work
			Lectures	Laboratory exercises	Practical Practice sessions		
Semester 3		72					
Topic 1.	Global MICE Tourism Industry (UC-1)	9	2		1	6	
Topic 2.	MICE development in Russia (UC-1)	9	2		1	6	
Topic 3.	New technologies used in MICE tourism (UC-5)	9	2		1	6	
Topic 4.	Trends and problems of marketing in MICE tourism (UC-5)	8	1		1	6	
Topic 5.	Budget development for MICE events (PC-4)	8	1		1	6	

Topic 6.	Design of business tourism facilities (PC-4)	7			1	6	
Topic 7.	Design and organization of a successful conference (PC-5)	7			1	6	
Topic 8.	Design and organization of a successful trip (PC-5)	6.5			0.5	6	
Topic 9.	Design and organization of a successful exhibition (PC-5)	8,5			0,5	8	

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

Section/Subject	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control (Appendix 4)			
Topics 1-6	Interview questions (Appendix 4)	Topic interview (Appendix 4, 5 topics)	5 points
topic 7	individual task 1 (Appendix 4)	project development of MICE events	5 points
topic 8	individual task 2 (Appendix 4)	project development of MICE events	5 points
topic 9	individual task 3 (Appendix 4)	project development of MICE events	5 points
Intermediate certification (Appendix 5)			
3 semester (For)	Ticket to the test	The ticket contains two theoretical questions and one	test

DESCRIPTION OF ASSESSMENT SCALES

The indicator for assessing the development of the main professional educational program is formed on the basis of combining the current control and intermediate certification of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current control. A 100-point rating system is used. Assessment of student performance during the semester is carried out by the teacher in accordance with the developed system of assessment of academic achievements in the course of training in this discipline.

The working programs of disciplines and practices set out the types of ongoing control, planned results of control activities, and criteria for evaluating academic achievements.

During the semester, the teacher conducts at least 3 control activities to assess the student's performance. If class attendance in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the discipline.

Intermediate certification. A 5-point rating system is used. Assessment of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the course of training in this discipline. Intermediate certification is also carried out at the end of competence formation.

The procedure for transferring the rating provided for by the rating system for a discipline to a five-point system.

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

Average level-69% - 50% - satisfactory.

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 THE DISCIPLINE

7.1. Content of lectures

<p>Topic 1. World MICE Tourism Industry (UC-1) The origin and formation of the world MICE industry. The best practices of MICE tourism development in a number of countries of the world were studied.</p>
<p>Topic 2. MICE development in Russia (UC-1) MICE development in the regions of Russia, the Urals and Yekaterinburg.</p>
<p>Topic 3. New technologies used in MICE tourism (UC-5) new technologies, equipment, methods and methods for organizing and conducting MICE events</p>
<p>Topic 4. Trends and problems of marketing in MICE tourism (UC-5) Goals and objectives of marketing in MICE tourism.</p>
<p>Topic 5. Budget development for MICE events (PC-4) Study of pricing and tax policy in a number of countries and the Russian Federation.</p>

7.2 Content of practical classes and laboratory works

<p>Topic 2. MICE development in Russia (UC-1) Trends and problems of doing business in MICE tourism. Meeting with a specialist practitioner.</p>
<p>Topic 3. New technologies used in MICE tourism (UC-5) Design of business tourism facilities. Creating models of business tourism objects using search engines and the Internet.</p>
<p>Topic 4. Trends and problems of marketing in MICE tourism (UC-5) Case study for creating a successful conference. Product Development</p>
<p>Topic 5. Budget development for MICE events (PC-4) 3. Developing a budget for MICE events. Case-study.</p>
<p>Topic 6. Design of business tourism facilities (PC-4) Design of business tourism facilities. Creating models of business tourism objects using search engines and the Internet.</p>
<p>Topic 7. Designing and organizing a successful conference (PC-5) Case study for creating a successful conference. Product Development</p>
<p>Topic 8. Designing and organizing a successful trip (PC-5) Case study for creating a successful incentive trip. Product Development</p>
<p>Topic 9. Designing and organizing a successful exhibition (PC-5) Case-study for creating a successful exhibition. Product development</p>

7.3. Content of independent work

Topic 2. MICE development in Russia (UC-1) Study of the lecture material
Topic 3. New technologies used in MICE tourism (UC-5) Preparation for practical training
Topic 4. Trends and problems of marketing in MICE tourism (UC-5) preparation for practical training
Topic 5. Budget development for MICE events (PC-4) Preparation for the practical lesson
Topic 6. Design of business tourism facilities (PC-4) Preparation for practical training
Topic 7. Designing and organizing a successful conference (PC-5) Preparation for the practical lesson
Topic 8. Designing and organizing a successful trip (PC-5) Preparation for the practical lesson
Topic 9. Designing and organizing a successful exhibition (PC-5) preparation for the practical lesson

7.3.1. Sample questions for self-preparation for the test/exam
Appendix 1

7.3.2. Practical tasks in the discipline for self-preparation for the test/exam
Appendix 2

7.3.3. The list of coursework
is not provided

7.4. Electronic portfolio the student
's materials are not placed

7.5. Methodological recommendations for the implementation of the control work
are not provided

7.6 Methodological recommendations for the implementation of the course work
are not provided

8. FEATURES OF THE ORGANIZATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE FOR PERSONS WITH DISABILITIES

At the request of the student

In order to make the program accessible for persons with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- studying the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in forms that are accessible to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the discipline's work program.

9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

Сайт библиотеки USUE Library Website

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

Main literature:

2. Fomichev V. I. Vystavochnoe delo [Exhibition business]: textbook for universities. - Moscow: Urait, 2025. - 227-Available at: <https://urait.ru/bcode/563867>

3. Karpova S. V., Mkhitarian S. V., Klimov D. V., Kozlova N. P., Koryakina T. V., Lednev M. V., Panyukova V. V., Rozanova T. P., Sinyaeva I. M., Sinyaev V. V., Soldatova N. F., Tultaev T. A. Marketing v promyshlennykh i sfery deyatelnosti [Marketing in industries and spheres of activity]. - Moscow: Yurayt Publ., 2025. - 396-Available at: <https://urait.ru/bcode/561097>

4. Krasovskaya N. V. Event marketing [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2025. - 116-Available at: <https://urait.ru/bcode/566838>

Additional literature:

2. Myasoyedov S. P., Borisova L. G. Cross-cultural management [Electronic resource]: Textbook for universities. - Moscow: Yurayt Publ., 2022. - 314-Available at: <https://urait.ru/bcode/489087>

3. Chernikov V. G. Servicology [Electronic resource]: Textbook for universities. - Moscow: Urait, 2022. - 252-Available at: <https://urait.ru/bcode/497381>

4. Bogolyubova S. A. Vidy i tendentsii razvitiya turizma [Types and trends of tourism development]: Textbook for universities. - Moscow: Yurayt Publ., 2022. - 231-Available at: <https://urait.ru/bcode/496639>

5. Krasovskaya N. V. Event marketing [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2023. - 127-Available at: <https://urait.ru/bcode/533748>

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST OF

LICENSED ΠΡΟΓΡΑΜΜΗΤΩ SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

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.

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 of 02.12.2025 License validity period until 31.12.2026

11. DESCRIPTION OF THE MATERIAL and TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

The implementation academic of the discipline is carried out using the material and technical base of USUE, which provides all types of training sessions and research and independent work of students:

Special premises are training rooms for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

Rooms 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.

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.

For conducting lecture -type classes, presentations and other educational and visual aids that provide thematic illustrations.

Questions for self-preparation for the test

1. The essence of the MICE event and its characteristics.
2. Event planning areas: official, public, and private.
3. Stages of planning a MICE event
4. Areas of use of MICE management
5. The concept of "MICE-management", its main content.
6. MICE concept: classification of events, participants, visitors, evaluation, etc. management, nature of the event.
7. The concept of business tourism.
8. The concept of the MICE industry.
9. Characteristics of one of the local business tourism operators.
10. Requirements for conference rooms.
11. Specifics of business hotels ' operation
12. Classification of business centers
13. Business classes of various air carriers.
14. Russian Railways Business Class
15. The concept of franchising
16. Describe one of the exhibition complexes.
17. Specifics of catering services for business tourism
18. Main types of techniques
19. Main stages of designing business event service programs.
20. Prospects of business tourism in Yekaterinburg
21. Popular incentive programs
22. Marketing in MICE management: marketing mix, i.e. 5P system (product, people, price, place, promotion, prediction).
23. Studying рынок the MICE event market.
24. Marketing planning
25. The essence of controlling in MICE management

7.3.2. Practical tasks in the discipline for self-preparation for the test

Closed tasks

Task number Task	content	Compet.
1.	The term "Congress service" means: a. a full range of services for the development, preparation and implementation of business events; b. software for organizing personnel records management at the enterprise; c. a system for organizing leisure and entertainment events.	PC-4
2.	Mix-industry is a. the field of entertainment and family tourism; b. the field of the business tourism industry related to the organization and holding of various corporate events; c. a system of tools for organizing entertainment events.	PC-4
3.	B2b services include: a. interaction of two organizations; b. interaction of the organization and individuals; c. interaction of individuals with each other.	PC-5
4.	Incentive Tourism is a. an active tourist program with a high degree of complexity; b. a tour organized for large groups of tourists; c. trips that companies reward their employees for high performance in their work.	PC-4
5.	does not apply to the field of events services: a. organization of personnel records management at the enterprise; b. organization of an exhibition project; c. educational conference.	PC-4
6.	In what interval is the indicator of the share of business tourism in the total world tourist flow a. 5-10 % b. 20-25 % c. 35-40 % d. 50-55 %	PC-5
7.	One of the goals of event marketing is: a. establishing emotional connections with the consumer; b. improving the quality of management in the company; c. increasing the transparency of the company's financial flows.	PC-5
8.	The type of human activity aimed at satisfying needs and needs through exchange is a. management; b. production; c. marketing.	PC-5
9.	One of the main goals of the exhibition event is: a. to unite the personnel of the manufacturing company; b. to enable manufacturers and consumers to enter into commercial relations through which supply and demand are regulated; c. to improve the management technologies of the sales company.	PC-5
10.	In the center of modern marketing activities of the organization is: a. product; b. marketer; c. consumer	PC-5
11.	Today in Russia, the market of services in the field of event marketing: a. actively developing, which is reflected in the growth of the number of event agencies; b. is in a state of stagnation;	UC-1

	c. experiencing oversaturation, fatigue consumers from this type of communication.	
12.	The share of tourism for the purpose of recreation in the total world tourist flow is a. less than 20 % b. about 60 % c. more than 80 % d. less than 10 %	UC-1
13.	The main tourist macro-region of the world at present is: a. Southeast Asia b. Europe B. America	UC-1
14.	What conditions are necessary for the development of tourism? a. political stability, development of the transport industry, development of local industry; b. natural resources, infrastructure, material resources, transport services, and hospitality resources. Q. what are the	UC-1
15.	main differences between a tourist and a day tripper listed in the Criminal Code-1? but. in organizing a visit to another area; b. for the purpose of traveling; c. in the duration of the trip.	UC-1
16.	With such a management structure, the entire power is assumed by the line manager who heads a certain team: a) linear-functional (staff) management structure; b) horizontal management structure; c) functional organizational management structure; d) vertical management structure.	UC-5
17.	The intermediary between hotel owners and management personnel is: a) head of the HR department; b) middle-level manager; c) steward; d) General director	UC - 5
18.	The main functions of the HR department of a modern enterprise: a) hiring and firing of labor, record keeping; b) planning, organization, coordination, stimulation, control, development of personnel policy, ongoing work with employees. c) calculation of the number of employees, organization, rationing and payment of labor, planning of labor costs, organization of social services. security features.	UC-5
19.	Professional adaptation is (choose the right options): a) adaptation to work activity at the level of the employee's physical condition, which results in less fatigue, adaptation to high physical loads, etc.; b) full and successful mastery of a new profession, i.e. getting used to it, adaptation to the content and nature of work, its conditions and organization; c) adaptation to the nearest social environment in the future. to the traditions and unwritten norms of the team, to the style of work of managers, to the peculiarities of interpersonal relations that have developed in the team.	UC-5
20.	Career planning goal (choose the right options): a) ensuring the most rational use of the employee's labor potential; b) creating conditions for the employee's self-realization as a person; c) analyzing spontaneous movement of employees and keeping records of movements; d) developing labor mobility, interchangeability of employees.	UC-5

Task Number	Task content	Compet.
1.	Describe the essence of the MICE event and its characteristics.	PC-4
2.	Describe the areas of event planning: official, public, and private.	PC-4
3.	List the stages of planning a MICE event	PC-5
4.	Name the areas where MICE management is used	PC-4
5.	Expand the concept of "MICE management" and its main content.	PC-4
6.	Describe the MICE concept: event classification, participants, visitors, evaluation and management, and the nature of the event	PC-5
7.	Give the concept of business tourism.	PC-5
8.	Give the concept of the MICE industry.	PC-5
9.	Please describe one of the local business tourism operators.	PC-5
10.	What are the requirements for conference rooms?	PC-5
11.	What are the specifics of working in business hotels?	UC-1
12.	Imagine the classification of business centers	UC-1
13.	What is the difference between Business classes of different air carriers?	UC-1
14.	What does the Russian Railways Business Class include?	UC-1
15.	Give the concept of franchising	UC-1
16.	The group of employee qualities that includes: quickness of mind, ability to adapt quickly, stress tolerance, and learning ability is —	UC-5
17.	Factors of formation of organizational behavior of the individual, which determine the behavior depending on the relationship of individuals, are:	UC-5
18.	The social structure of the staff is:	UC-5
19.	The staff structure consists of:	UC-5
20.	The group of employees that directs, coordinates and stimulates the company' activities, manages its resources, and is fully responsible for achieving the company' goals is:	UC-5