


MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Budgetary Educational Institution of Higher Education
«SAINT-PETERSBURG STATE UNIVERSITY OF ECONOMICS» (UNECON)

 APPROVED:
Vice-rector for study and methodical work
Veronika.G.Shubaeva
23.06.2022

Studying practice (research work)

Internship syllabus

Specialty	<i>38.04.02 Management</i>
Specialization	<i>International Business Administration</i>
Level of higher education	<i>Masters Degree</i>
Form of training	<i>Full-time</i>
Year of enrolment	<i>2022</i>

Authored by:
Associate Professor, PhD, Yana U. Salihova

Total number of hours	108	Form of final attestation: <i>Graded test</i> <i>Semester 1</i>
Total credits	3	
incl:		
Self-study (practical training)	108	

Saint-Petersburg
2022

CONTENTS

INTERSHIP OBJECTIVES	3
THE PLACE OF THE INTERSHIP IN THE STRUCTURE OF THE EDUCATIONAL PROGRAMME, INTERSHIP TYPE AND THE INTERSHIP FORM.....	3
EXPECTED LEARNING OUTCOMES	3
INTERSHIP STRUCTURE AND CONTENT	5
INDIVIDUAL TASK	5
RESOURCE SUPPORT.....	5
TECHNICAL FACILITIES	6
SPECIFICATIONS FOR DISABLED PERSONS	7
ASSESSMENT RESOURCES	8

1. INTERSHIP OBJECTIVES

Objective:	Systematisation and acquisition of basic professional skills and abilities in the field of research and professional activity, formation of skills of conducting independent scientific work, research of management problems in the international context and search for their solutions.
-------------------	--

2. THE PLACE OF THE INTERSHIP IN THE STRUCTURE OF THE EDUCATIONAL PROGRAMME, INTERSHIP TYPE AND THE INTERSHIP FORM

As a component of the study programme, practical training takes the form of direct performance of certain activities related to the future professional activity of the student.

Intership type: Studying practice (research work)

Intership form: discrete by type of practice - by allocating an uninterrupted period of study time for each practice in the timetable.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
GPC-1 – Is able to solve professional problems on the basis of knowledge (at an advanced level) of economic, systematizes and management theory, innovative approaches, systematizes and critical analysis of management practices	GPC-1.2 – Applies innovative approaches based on advances in economic, systematizes and management theories to solve professional problems	To be able: solve international business problems on the basis of knowledge of modern approaches in international marketing and management and critical analysis of marketing and international management practices. To master: innovative approaches in international management and marketing to solve professional problems.
GPC-2 – Is able to apply modern data collection techniques and methods, advanced data processing and analysis methods, including the use of intelligent information-analytical systems, when solving management and research problems	GPC-2.2 - Develops and implements research and analytical projects to inform management decision-making	To be able: collect the necessary data and analyse them when dealing with international marketing and management issues. To master: skills in developing research and analytical projects in the field of international marketing and management using intelligent information and analytical systems.
GPC-3 – Can independently make sound systematizes	GPC-3.2 – Critically evaluates alternative solutions to the	To be able: to justify management decisions taking into account the forecasting of consumer behaviour and other professional

and managerial decisions, assess their operational and systematizes effectiveness and social relevance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment	professional tasks at hand, and develops and justifies solutions taking into account efficiency criteria, risk assessment and possible socio-economic consequences	interactions in international markets. To master: skills in assessing the impact of decisions taken on social development and in monitoring the implementation of projects and evaluating their effectiveness.
GPC-4 – Able to lead project and process activities in an systematizes using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, design strategies for the creation and development of innovative activities and appropriate business models for organisations	GPC-4.3- Develops innovative business models through modern digital technologies, using modern management practices, leadership and communication skills	To be able: based on an analysis of the enterprise's external and internal environment, develop strategies for international markets as well as strategies for developing the organisation's business model using modern digital technologies and management and marketing practices. To master: team-building, team-building, team-building skills for developing innovative business models.
GPC-5 – Able to summarise and critically appraise scientific research in management and related fields and carry out research projects	GPC-5.2 – Critically evaluates the results of scientific research, analyses, summarises, systematizes and evaluates the results of scientific research in management and related fields, develops and implements research, analysis, consulting and other similar projects	To be able: to argue the scientific positions and conclusions put forward; to substantiate the relevance, theoretical and practical significance of the chosen topic of scientific research. To master: skills of independent research work to conduct topical research in the field of international marketing and management and to carry out research, analytical and other projects.
UC-2 – Able to manage a project through all stages of its life cycle	UC-2.1 – Is able to develop a project implementation strategy, select competent project implementers, formulate a set of interrelated tasks to achieve the set objective	To be able: develop project phases, define project goal and objectives, including international projects. To master: skills in implementing project strategy and building a project team in international markets.

4. INTERSHIP STRUCTURE AND CONTENT

№	Internship structure	Internship content
1	Preparatory stage	Drawing up and agreeing on an individual practical assignment.
2	Main stage	Completion of practical assignments, processing and analysis of the information obtained, report preparation and preparation.
3	Final stage	Preparing for the defence, collecting the necessary documents for the report, defending the practice report.

5. INDIVIDUAL TASK

The list of tasks for a student undergoing practical training is determined by the Head of Practical Training of the department. In case of internship in the specialised organisation, the list of tasks shall be agreed with the Head of Internship from the specialised organisation. The choice of particular tasks depends on the specific activity of the organisation - the base of practice.

6. RESOURCE SUPPORT

Teaching and learning support

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Medvedev, Andrei Georgievich. International Management: Strategic Decisions in Multinational Companies : Textbook. Saint Petersburg : Saint Petersburg State University Press, 2014. 496 c. I	https://znanium.com/catalog/document?id=373785
Lashko, Sergey Ivanovich. International business: PR and Advertising : Textbook / Southern Institute of Management. 1. Moscow : Publishing Center RIOR, 2021. 171 c.	https://znanium.com/catalog/document?id=375871
Seyfullaeva, Maisa Emirovna. International Marketing : Textbook / Plekhanov Russian University of Economics. G.V. Plekhanov ; Plekhanov Russian University of Economics. G.V. Plekhanov Russian University of Economics. 2. Moscow : UNITI-DANA Publishing House, 2020. 260 c.	https://znanium.com/catalog/document?id=375624

List of software (including national production)

- 7-Zip
- LibreOffice
- OS Alt education 10

List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru
3.	Science Digital Library КиберЛеника – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)

8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

7. TECHNICAL FACILITIES

There are special rooms for group and individual consultations, current monitoring and interim assessment, as well as rooms for independent work.

List of classrooms for training sessions with equipment and technical facilities

Name of classroom, list of equipment	Classroom location
Classroom 401 Laboratory "laboratory complex". Specialized furniture and equipment: Training furniture for 25 seats; Computer Intel Core I5-7400/DDR4 8GB/1Tb/Dell 23 E2318H - 20 pcs., Laptop HP 250 G6 1WY58EA - 5 pcs. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	196084, St. Petersburg, Moskovsky prospect, 103, lit. A, r.1H
Classroom 406 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 36 seats; chalk board - 1 pc.; drawer - 1 pc.; Computer Athlon 64 x2 4400 2.3/4Gb./150Gb - 1 pc., Digital projector Acer X1240 - 1 pc., Hi-Fi PRO MASK6T-W (2 pcs.) - 1 pc., Screen Projecta Compact Electrol 153x200 cm Matte White S - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	196084, St. Petersburg, Moskovsky prospect, 103, lit. A, r.1H
Classroom 407 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Training furniture for 72 seats; Chalk board - 1 pc.; Pedestal - 1 pc.; Computer Intel i3 2100 3.1/2Gb/500Gb/LG L 1942 - 1 pc, Epson EB-X02 Multimedia projector - 1 pc, Jedia TA-1120 Mixer amplifier complete - 1 pc, Hi-Fi PRO MASK6T-W sound system - 2 pcs., Draper Baronet 183x240 cm 213/84 motorised screen - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	196084, St. Petersburg, Moskovsky prospect, 103, lit. A, r.1H
Classroom 410 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Furniture for 20 seats; whiteboard - 1 pc, LCD TV Akira LCT-42CH41ST - 1 pc. Portable multimedia kit: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	196084, St. Petersburg, Moskovsky prospect, 103, lit. A, r.1H

During the practical training at a relevant organisation, students are given the opportunity to use the premises of the relevant organisation as agreed in the practical training agreement, as well as the equipment and technical facilities in the premises necessary for the successful performance of certain activities related to the future professional activity.

8. SPECIFICATIONS FOR DISABLED

When organising internships for disabled people, the supervisor should take into account the specifics of how students with different disabilities perceive and learn.

When organising internships for students with visual impairments, provision is made for:

- enabling practice assignments to be completed with little or no visual supervision;
- provision of educational content in a text-based electronic format that allows for the translation of flat-printed information into auditory form;
- the ability to use individual devices and tools to adapt materials, receive and transmit information taking into account the individual characteristics and health status of the student;
- use of clear and oversized fonts, and graphic objects in the materials provided;
- the voicing of visual information presented by the student during the practice;
- captions and descriptions of drawings and other graphic objects to enable the translation of written text into auditory text;
- minimising external noise and ensuring a calm atmosphere in the classroom;
- possibility of recording information by students in a convenient form (auditory, audio-visual, marking in a prepared text);
- application of a step-by-step control system, more frequent control over the completion of assignments.

For students with mobility impairments, provision is made for:

- providing the opportunity for pre-course familiarisation with the content of training practices by posting information in the Moodle;
- providing unobstructed access to the premises as well as to the rooms;
- the possibility of using individual devices and tools to ensure the implementation of ergonomic principles and a comfortable stay in the place during the entire period of study (supports, special cushions, etc.).
- dividing the material into small logical units;
- increasing the proportion of concrete material and adhering to the principle from simple to complex when explaining the material;
- use of remote forms of practice;
- availability of a clear system and algorithm for organising independent work and checking assignments with obligatory correction and comments;
- use of additional means to activate the processes of memorisation and repetition;
- provision of the opportunity to use individual devices and means that allow adapting materials, receiving and transmitting information taking into account their individual characteristics.

Students with hearing difficulties (hearing impaired, late speech impaired) need the following conditions:

- provision of educational content in a text-based electronic format that allows for the translation of the auditory form of a lecture into flat-printed information;
- availability of the possibility of using individual audio-amplifying devices and sign language aids to enable the reception and transmission of information; mutual translation of text and audio files (speech input notebook), as well as recording and reproduction of visual information;
- availability of a system of tasks ensuring systematisation of verbal material, its schematisation, translation into tables, diagrams, reference texts, glossary;
- availability of visual support of the studied material (structural-logical schemes, tables, graphs, concentrating and summarising information, supporting notes, handouts);
- availability of a clear system and algorithm for organising independent work and checking assignments with obligatory correction and comments;
- ensuring the practice of advanced reading, when students get acquainted with the

- material in advance and highlight unfamiliar and incomprehensible words and fragments;
- a special speech mode (avoiding long phrases and complex sentences, good articulation; clear presentation, no redundant words; repeating phrases without changing the order of words; ensuring eye contact while speaking and a slightly slower pace of speech, using natural gestures and facial expressions);
- clear adherence to the lesson algorithm and tasks for independent work (naming the topic, setting the goal, communicating and writing the plan, highlighting the main concepts and methods of their study, indicating types of student activities and ways to check the learning of the material, vocabulary work);
- adherence to the textual requirements (dividing the text into parts; highlighting points of emphasis; using visual aids);
- minimising external noise;
- allowing the correlation between verbal and graphic material; integrated use of written and oral communication in group work;
- combining all speech activities in the classroom (speaking, listening, reading, writing, visual perception from the speaker's face).

9. ASSESSMENT RESOURCES

Assessment of knowledge, skills and (or) experience, characterizing the stages of competence formation is carried out by the procedures of current control and intermediate attestation in accordance with this FES, the programme of practice and the LP of the University.

9.1 Control tasks:

List of individual practical assignments:

1. Search, selection and analysis of scientific publications on the subject of the masters thesis.
2. Critical analysis of articles by domestic and foreign authors and identification of research issues.
3. Systematisation of research methods of the problem and methods of solving it.
4. Identification of promising research areas and research methods used.
5. Conduct an analytical study of the selected market. General analysis of the international and Russian market, as well as the main trends currently operating in the market.

The ongoing monitoring takes place during the internship period.

Assessment tools for current monitoring:

- implementation of the practice plan

9.2 Assignments for interim attestation

The results of the internship are evaluated through intermediate certification by defending the completed internship reports in the form of credit (differential) with grades "excellent", "good", "satisfactory", "unsatisfactory" with the results recorded in the credit record sheet and the student's record book.

The procedure for interim attestation is regulated by the Regulation on practical training of students studying basic professional educational programmes of higher education, the

Regulation on the current control of progress and intermediate attestation of students in higher education programmes.

9.3 Grading scale

Grading scales and procedures for evaluating the results of the practice learning outcomes are regulated by the Regulation on the current control of progress and interim assessment of students in higher education programmes.

For a positive conclusion on the results of the evaluation procedure on practice, a threshold value of the indicator is established, at which a positive decision is taken, ascertaining the results of mastering the discipline.

Grading scale:

Grading	Points
Min 54 points, max 100 points	
When defending the report, the student demonstrated profound and systematic knowledge acquired during the internship, freely used the research data and made well-reasoned suggestions. The student answered the questions correctly and competently. The student received a positive feedback from the supervisor.	5 (points 85-100)
When defending the report, the student showed profound knowledge obtained during the internship, freely used the research data. There were some mistakes in the report, but they were of minor nature. The student answered the questions, but made some mistakes, which were corrected by the leading questions. The student received positive feedback from the supervisor.	4 (points 70-84)
The report has a superficial analysis of the collected material, the sequence of the presentation of the material is not clear. The student did not give complete and well-reasoned answers to the questions during the defence of the internship report. The supervisor's feedback contains significant remarks.	3 (points 55-69)
The report does not have a detailed analysis of the material collected and does not meet the requirements. The student has difficulties in answering the questions posed or makes fundamental errors in the answers. The supervisor's feedback the supervisor has significant criticism.	2 (points 54)

If necessary, assessment tools adapted for students with disabilities are used for the interim assessment of students' internship.