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)

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|  | APPROVED  Vice-rector for educational activities  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Veronika.G. Shubaeva  «\_\_\_\_» \_\_\_\_\_\_\_\_\_\_\_\_\_\_ 20\_\_\_\_. |

***Учебная практика (научно-исследовательская работа) / Educational practice (research work)***

**Intership syllabus**

Specialty *38.04.02 Management*

Specialization *International Business Administration*

Level of higher education *Masters Degree*

Form of training *Full-time*

Year of enrolment *2024*

Authored by:

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| **Total number of hours** | **108** | **Form of final attestation:**  *Graded test*  *Semester 1* |
| **Total credits** | **3** |
| incl: |  |
| Self-study (practical training) | 108 |

Saint-Petersburg

2024

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1. **INTERSHIP OBJECTIVES**

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| **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. |

1. **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:** Educational practice (research work)

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

1. **EXPECTED LEARNING OUTCOMES**

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| --- | --- | --- |
| **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 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 | GPC-3.2 – Critically evaluates alternative solutions to the professional tasks at hand, and develops and justifies solutions taking into account efficiency criteria, risk assessment and possible socio-economic consequences | To be able:  to justify management decisions taking into account the forecasting of consumer behaviour and other professional 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. |
| UC-1. Capable of critically analyzing problem situations using a systematic approach, and to develop a strategy for action | UC-1.1. Demonstrates systematic and critical thinking skills and a willingness to formulate their own judgements and assess information in a competent, logical and rational way | Be able to:  select relevant scientific literature and conduct its critical analysis  Possess:  skills of systemic and critical thinking, argumentation of one's own judgments |
| UC-4. Capable of using modern communication technologies, including in foreign language(s), for academic and professional interaction | UC-4.1. Aware of the principles of oral and written expression in national and foreign languages: the requirements for business and professional communication | Be able to:  compile and defend reports on completed research work in a foreign language  Master:  the principles of constructing an oral and written report on completed research work in a foreign language |
| UC-5. Capable of analyzing and considering the diversity of cultures in intercultural interactions | UC-5.1. Identifies and uses information necessary for self-development and interaction with others about the cultural characteristics and traditions of different social groups | Be able to:  Find and analyze information from foreign sources in a foreign language  Be able to:  The principles of searching for information necessary for intercultural interaction in the professional sphere |

1. **INTERSHIP STRUCTURE AND CONTENT**

|  |  |  |
| --- | --- | --- |
| **№** | **Intership structure** | **Intership 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. |

1. **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.

1. **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 с. 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 с. | <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 с. | <https://znanium.com/catalog/document?id=375624> |

List of software (including national production)

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| - 7-Zip  - LibreOffice  - OS Alt education 10 |

List of reference systems and modern professional databases

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| --- | --- |
| **№** | **Name of reference systems and professional databases** |
| 1. | Digital library Grebennikon.ru – www.grebennikon.ru |
| 2. | Science Digital Library eLIBRARRY – 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 |

1. **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** | **Сlassroom 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 cm213/84 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.

1. **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).

1. **ASSESSMENT RESOURSES**

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.

* 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.