

## « PRACTICAL TRAINING »

### COURSE SYLLABUS

<b>Code and name of specialty</b>	<b>073 – Management</b>	<b>Institute</b>	<b>Institute of Education and Science in Economics, Management and International Business</b>
<b>Program name</b>	<b>Business Administration / Management of Organizations and Administration</b>	<b>Department</b>	<b>Management</b>
<b>Type of program</b>	<b>Educational and Professional</b>	<b>Language of instruction</b>	<b>English / Ukrainian</b>

#### LECTURERS

**Olena Prokhorenko** *Olena.Prokhorenko@khpi.edu.ua*

**Olena Linkova** *helen.linkova@khpi.edu.ua*



PhD in Economic Sciences, Associate Professor, Department of Management, NTU "KhPI". Experience is 20 years.

Authored and co-authored over 60 scientific and methodological publications. Senior lecturer of courses "Strategic Change Management", "Management 4 (Self-Management)", "Business Diagnostics"



PhD in Economic Sciences, Associate Professor, Department of Management, NTU "KhPI". Experience is 22 years.

Authored and co-authored over 70 scientific and methodological publications. Senior lecturer of courses "Theory of Organizations", "Fundamentals of Management", "Fundamentals of Management Consulting", "Insurance Management", "Modern Research Methods in Management"

#### GENERAL DESCRIPTION OF THE COURSE

<b>Summary</b>	Practical training is aimed at the formation of students' professional skills in the real conditions of the enterprise (organization, institution) by performing the duties inherent in their future professional organizational and managerial activities
<b>Course objectives</b>	Acquaintance of applicants for higher education directly at enterprises (organizations, institutions) with the production, commercial and financial activities of the base of practice, development of skills in the specialty, consolidation of knowledge gained in the study of a certain cycle of theoretical disciplines and gaining initial practical experience
<b>Types of classes and control</b>	Individual work. Consultations. Final control is ends with a final test
<b>Term</b>	6

**Student workload (credits) / Type of course**

6 / Mandatory

**Self-study (hours)**

180

<b>Program competences</b>	<p>GC04. The ability to apply knowledge in practical situations.</p> <p>GC05. Knowledge and understanding the subject area and understanding the professional activity.</p> <p>GC06. The ability to communicate by the national language both orally and in writing.</p> <p>SC01. The ability to identify and describe the characteristics of organizations.</p> <p>SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.</p> <p>SC04. The ability to determine the functional areas of the organization and the relationships between them.</p>
----------------------------	--

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO04. To show skills of identification of problems and justification of management decisions	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 05. To describe the content of the functional areas of the organization	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 08. To apply management methods to ensure the effectiveness of the organization.	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 13. To communicate in an oral and written form in the state and foreign languages.	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)
LO 17. To conduct researches individually and/or in a group under the leadership of the leader.	Research work, individual work with the supervisor (staff) from the base of practice	Written essay (FAS), oral presentation (FAS)

#### ASSESSMENT AND GRADING

Ranges of points corresponding to grades	Total score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	<b>100% Final assessment</b> as a result of 70%: is written individual essay 30% is oral presentation
	82-89	B	good	
	74-81	C	satisfactory	
	64-73	D		
	60-63	E		
	35-59	FX	Unsatisfactory (with the report retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of internship)	

<b>Course policy</b>	The internship mainly involves performing the functions of assistant of economist-manager, marketing service manager, manager of other commercial department, operations manager etc. During the internship, the student-intern must follow the rules of the enterprise internal regulations. The student-intern may work at the same workplace for the entire period of the internship, but it's mandatory to the study all other issues provided by the internship program. The administration as well as supervisor from the enterprise should assist the student in collecting relevant materials. The practice report must be submitted by the deadline.	
<b>Assignment 1</b>	Guidance from the supervisor of the internship on the goals and content of the practice. Safety instruction	The results to be highlighted in the report
<b>Assignment 2</b>	Study of the constituent documents of the enterprise (base of practice)	
<b>Assignment 3</b>	Study and analysis of the organizational structure of enterprise	
<b>Assignment 4</b>	Research of the external environment of the enterprise, the competitive environment	
<b>Assignment 5</b>	Analysis of indicators of operating activity of the enterprise	
<b>Assignment 6</b>	Study of financial statements of the enterprise, financial analysis of its activities	
<b>Assignment 7</b>	Study of personnel policy of the enterprise-base of practice	
<b>Assignment 8</b>	Study of marketing activities of the enterprise	
<b>Assignment 9</b>	Analysis of sales and logistics activities of the enterprise	
<b>Assignment 10</b>	Study of the activities of other units of the practice base (composition, logistics, office management, etc.)	
<b>Assignment 11</b>	Preparation of materials, writing and defense of a practice report	
		Acquaintance with the instruction on safety and rules of internal regulations of the enterprise.
		Determining the form and structure of ownership of the practice base. Defining the scope and fields of the organization's activity.
		Determining the type of organizational structure, volume and levels of management, developing an organization chart
		Definition and description of elements of macro (PEST analysis) and microenvironment. Determining the market share of the enterprise, description of the main customers, suppliers, competitors
		The main types of production operations. Determination of production capacity, operational cycle, labor productivity, value chain.
		Balance sheet indicators: total assets, liabilities, their structure and dynamics. Profit&loss account: gross profit, EBIT, net income, cost structure. Dynamics of indicators.
		The staff structure of the organization. The ratio of managerial and non-managerial staff, by different levels of management and functional units. Payment and motivation system.
		Description of the organization of marketing research, pricing, product promotion
		Description and ratio of sales channels, organization of deliveries.
		SWOT-analysis of the practice base. Defining areas of strategic development
		Developing and presentation of the report

## RECOMMENDED READING

Compulsory

1. Burns, P., & Dewhurst, J. (Eds.). (2016). *Small business and entrepreneurship*. Macmillan International Higher Education.
2. David A. Aaker [et al.]. *Marketing research*. 11th ed. New York, John Wiley & Sons, Inc., 2013, ISBN 978-1-118-15663-6
3. Drucker P. F. *Management*. – Zondervan, 2008.
4. McConnell, Campbell R. Brue, Stanley L., Macpherson, David A. *Contemporary Labor Economics*. New York, McGraw-Hill Education, 2017, ISBN 13: 978-1-259-29060-2
5. Miles J. A. *Management and organization theory : a Jossey-Bass reader /* San Francisco, CA : Jossey-Bass, 2012, 480 p.
6. Williamson, D., Cooke, P., & Jenkins, W. (2013). *Strategic Management and Business Analysis*. Oxford : Elsevier.

Additional

1. Краснокутська Н.С. [та ін.] *Менеджмент: навчальний посібник* – Харків: Друкарня «Мадрид», 2019
2. Лінькова О.Ю. *Менеджмент організацій* – Харків, НТУ «ХПІ», 2012
3. Краснокутська Н.С., Кабанець І.А. *Стратегічне управління: навчальний посібник*. – Харків: НТУ «ХПІ», 2017.
4. Cram, C., & Friedrichsen, L. (2012). *New Perspectives: Portfolio Projects for Business Analysis*. Boston : Course Technology.
5. Smith, S. (2015). *Taxation. A very Short Introduction*. Oxford : University Press.
6. Drucker, P.F. (2011) *Innovation and Entrepreneurship*. HarperCollins Publishers Inc.

### Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity” of NTU “KhPI”.

The content of this syllabus is consistent with the internship course program.