

**« PRE-GRADUATION PRACTICE »**  
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</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*



PhD in Economic Sciences, Associate Professor, Head of 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"

**Iryna Uhrimova** *Iryna.Uhrimova@khpi.edu.ua*



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

Authored and co-authored over 70 scientific and methodological publications. Senior lecturer of courses "Fundamentals of business-analysis", "Business valuation", "Crisis Management"

**GENERAL DESCRIPTION OF THE COURSE**

<b>Summary</b>	Undergraduate practice is aimed at forming students' professional skills in the real conditions of the enterprise (organization, institution) by involving in the performance of organizational and managerial activities and in-depth study of the field of activity, which is the subject of research in the bachelor's thesis.
<b>Course objectives</b>	Acquaintance of students directly at enterprises (organizations, institutions) with the production, commercial and financial activities of the base of practice, working off of abilities and skills on a specialty, consolidation of knowledge gained in the study of theoretical disciplines and gaining experience in the field which is a subject of research in the bachelor's thesis
<b>Types of classes and control</b>	Individual work. Consultations. Course ends with a final test
<b>Term</b>	8

<b>Student workload (credits) / Type of course</b>	6 / Mandatory	<b>Self-study (hours)</b>	180
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<b>Program competences</b>	GC04. The ability to apply knowledge in practical situations. GC05. Knowledge and understanding the subject area and understanding the professional activity. GC06. The ability to communicate by the national language both orally and in writing. GC10. The ability to conduct research at an appropriate level	SC01. The ability to identify and describe the characteristics of organizations. SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment. SC04. The ability to determine the functional areas of the organization and the relationships between them. SC05. The ability to manage the organization and its units through the management functions realization
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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 report (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 report (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 report (FAS), oral presentation (FAS)
LO 07. To show skills of organizational planning.	Research work, individual work with the supervisor (staff) from the base of practice	Written report (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 report (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 report (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 report (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 report (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	100% Final assessment as a result of 70%: is written individual report 30% is oral presentation
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	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>	Before the internship, the student agrees with the supervisor on the content of the individual task, which corresponds to the direction of research on the chosen topic of the bachelor's thesis. The internship involves the study of all issues in the internship program and the performance of an individual assignment. During the internship, the student-intern must follow the rules of the enterprise internal regulations. 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	Acquaintance with the instruction on safety and rules of internal regulations of the enterprise.
<b>Assignment 2</b>	Study of the constituent documents of the enterprise (base of practice)		Determining the form and structure of ownership of the practice base. Defining the scope and fields of the organization's activity.
<b>Assignment 3</b>	Study and analysis of the organizational structure of enterprise		Determining the type of organizational structure, volume and levels of management, developing an organization chart
<b>Assignment 4</b>	Research of the external environment of the enterprise, the competitive environment		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
<b>Assignment 5</b>	Analysis of indicators of operating activity of the enterprise		The main types of production operations. Determination of production capacity, operational cycle, labor productivity, value chain.
<b>Assignment 6</b>	Study of financial statements of the enterprise, financial analysis of its activities		Balance sheet indicators: total assets, liabilities, their structure and dynamics. Profit&loss account: gross profit, EBIT, net income, cost structure. Dynamics of indicators.
<b>Assignment 7</b>	Study of personnel policy of the enterprise-base of practice		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.
<b>Assignment 8</b>	Study of marketing activities, sales and logistics of the enterprise,		Description of the organization of marketing research, pricing, product promotion, ratio of sales channels, organization of deliveries
<b>Assignment 9</b>	Study of materials and collection of information for an individual task in accordance with the theme of diploma thesis		Description of the field of activity which would be the subject of research in the bachelor diploma thesis. SWOT-analysis taking into accounts the subject of research.
<b>Assignment 10</b>	Preparation of materials, writing and defense of a practice report		Determining the areas of strategic development of the enterprise and improving the activities in the researched field. Developing and presentation of the report

### List of variants for individual assignment (approximately )

1. Business planning in the enterprise.
2. Competitiveness of the enterprise.
3. The effectiveness of the operating system of the enterprise.
4. Quality management system at the enterprise.
5. Construction of the organizational structure of the enterprise.
6. Human resources of the enterprise.
7. The system of staff motivation at the enterprise.
8. Organization of marketing activities of the enterprise.
9. Organization of logistics at the enterprise.
10. Organization of the procurement system at the enterprise

11. Operational planning systems at the enterprise
12. Innovative potential of an industrial enterprise.
13. Organization of controlling at the enterprise.
14. Investment activity of the enterprise.
15. Risk management of the enterprise.
16. Corporate culture of the enterprise.
17. Client relationships management at the enterprise.
18. Sales policy at the enterprise.
19. Communication policy at the enterprise.
20. Brand formation of the organization

## RECOMMENDED READING

Compulsory	<ol style="list-style-type: none"> <li>1. Armstrong M., Baron A. (2004) Managing Performance: Performance Management in Action</li> <li>2. Drucker P. F. Management. – Zondervan, 2008.</li> <li>3. Kaplan, R &amp; Norton, D. (2006). Alignment: using the Balanced Scorecard to create corporate synergies. Boston, MA: Harvard Business School Press.</li> <li>4. Osterwalder, A., Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series). John Wiley and Sons.</li> <li>5. Reid R. Dan, Sanders N. R. et al. (2010) Operations Management: An integrated approach, 4 Edition. – John Wiley &amp; Sons, Inc.</li> <li>6. Walsh C (2003) Key management ratios <a href="http://www.vra.com/vralibrary/ebooks/Key%20Management%20Ratios.pdf">http://www.vra.com/vralibrary/ebooks/Key%20Management%20Ratios.pdf</a></li> </ol>	Recommended	<ol style="list-style-type: none"> <li>1. Краснокутська Н.С. [та ін.] Менеджмент: навчальний посібник – Харків: Друкарня «Мадрид», 2019</li> <li>2. Лінькова О.Ю. Менеджмент організацій – Харків, НТУ «ХПІ», 2012</li> <li>3. Краснокутська Н.С., Кабанець І.А. Стратегічне управління: навчальний посібник. – Харків: НТУ «ХПІ», 2017.</li> <li>4. Програма проходження переддипломної практики студентами очної та заочної форм навчання спеціальності 073 «Менеджмент» за ступенем вищої освіти «бакалавр» – Х. : НТУ «ХПІ», 2019. – 27 с.</li> <li>5. Drury C. (2012) Management and cost accounting, 8 Edition</li> </ol>
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### Academic integrity

Graduate 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.