



Syllabus Course Program



Pre-graduation Practice

Specialty

073 – Management

Educational program

International Business

Level of education

Bachelor's level

Semester

8

Institute

Institute of Education and Science in Economics,
Management and International Business

Department

Management (204)

Course type

Special (professional), Mandatory

Language of instruction

English

Lecturers and course developers

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PhD in Economic Sciences, Associate Professor, Head of Department of Management

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

More about the lecturer on the department's website

<https://web.kpi.kharkov.ua/mto/about/staff/prokhorenko-2/>

General information

Summary

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

Course objectives and goals

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.

Format of classes

Individual work. Consultations. Final control in the form of a differentiated grading.

Competencies

GC04. The ability to apply knowledge in practical situations.

GC05. Knowledge and understanding of the subject area and understanding of the professional activity.

GC06. The ability to communicate in the official language of Ukraine 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 an organization's activity, to compare them with the factors of the external and internal environment.

SC03. The ability to identify prospects for organizational development.

SC04. The ability to determine the functional areas of an organization and the relationships between them).

Learning outcomes

LO 04. To demonstrate the ability to identify problems and justify managerial decisions.

LO 05. To describe the content of the functional areas of an organization

LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.

LO 07. To demonstrate the skills of organizational planning.

LO 08. To apply management methods for ensuring the effectiveness of an organization.

LO 13. To communicate in oral and written forms in the official language of Ukraine and foreign languages.

LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

LO 17. To conduct research individually and/or in a group under the supervision of a leader.

Student workload

The total volume of the course is 180 hours (6 ECTS credits): self-study - 180 hours.

Course prerequisites

Fundamentals of Financial Management, Innovation Management, Information Technology in Management, Performance Management, Strategic Management

Features of the course, teaching and learning methods, and technologies

Research work, individual work with the supervisor (staff) from the base of practice.

Program of the course

Topics of the lectures

No lectures

Topics of the workshops

No workshops

Topics of the laboratory classes

No laboratory classes.

Self-study

Guidance from the supervisor of the internship on the goals and content of the practice. Safety instruction Acquaintance with the instruction on safety and rules of internal regulations of the enterprise.

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.

Study and analysis of the organizational structure of enterprise

Determining the type of organizational structure, volume and levels of management, developing an organization chart

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

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.

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.

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.

Study of marketing activities of the enterprise

Description of the organization of marketing research, pricing, product promotion

Analysis of sales and logistics activities of the enterprise

Description and ratio of sales channels, organization of deliveries.

Study of the activities of other units of the practice base (composition, logistics, office management, etc.)

SWOT-analysis of the practice base. Defining areas of strategic development

Study of materials and collection of information for an individual task in accordance with the theme of diploma thesis:

List of variants for individual assignment (approximately):

- 1.Strategic management at an international enterprise.
- 2 The strategy of the enterprise entering foreign markets.
- 3 International marketing strategy of the enterprise.
- 4 International product promotion strategy.
5. International Competitiveness of the enterprise
- 6 Management of the international brand of the enterprise
- 7 Planning of the marketing complex for the foreign market.
- 8 Planning of a new service/product for foreign customers
- 9 Planning of international investment activities of the enterprise.
- 10 Effectiveness management of international investment projects.
- 11 Management of innovative activities at an international enterprise
- 12 Management of export activities of the enterprise.
- 13 Management of import activities of the enterprise.
- 14 Management of the foreign distribution channel.
- 15 Management of international supply chains
- 16 Management of logistics processes of the enterprise in the foreign market.
- 17 Personnel management at an international enterprise.
- 18 Management of international teamwork
- 19 Management of Internet sales of the enterprise.
- 20 Planning the business model of an international startup

Determining the areas of strategic development of the enterprise and improving the activities in the researched field. Developing and presentation of the report

Course materials and recommended reading

- 1 Armstrong M., Baron A. (2004) Managing Performance: Performance Management in Action
- 2.Drucker P. F. Management. – Zondervan, 2008.
- 3.Kaplan, R & Norton, D. (2006). Alignment: using the Balanced Scorecard to create corporate synergies. Boston, MA: Harvard Business School Press.
- 4.Osterwalder, A., Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series). John Wiley and Sons.
- 5.Reid R. Dan, Sanders N. R. et al. (2010) Operations Management: An integrated approach, 4 Edition. – John Wiley & Sons, Inc.
- 6.Walsh C (2003) Key management ratios

<http://www.vra.com/vralibrary/ebooks/Key%20Management%20Ratios.pdf>

7. Краснокутська Н.С., Кабанець І.А. Стратегічне управління: навчальний посібник. – Харків: НТУ «ХПІ», 2017.

8. Програма проходження переддипломної практики студентами денної та заочної форм навчання спеціальності 073 «Менеджмент» першого (бакалаврського) рівня освіти. Укл.: Прохоренко О.В., Угрімова І.В., Сітак І.Л., Ковшик В.І. Харків : НТУ «ХПІ», 2023. – 36 с

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final assessment as a result of 70%: is written individual report 30% is oral presentation).

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

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.

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Olena PROKHORENKO

Date, signature

Guarantor of the educational
program
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