



Syllabus Practice Program



Pre-diploma practice

Specialty

073 – Management

Institute

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

Educational program

Business administration (in English)

Department

Management (204)

Level of education

Master's level

Type of the educational component

Mandatory, professional training

Semester

3

Language of instruction

English

Developers

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PhD in Physics & Mathematics, Master's degree in Management, associate professor, associate professor of Management department

Authored and co-authored over 130 scientific publications. Teaches courses: «Organization theory», «Managerial decisions», «Marketing management», «Social responsibility and business ethics», «Methodology of scientific research»

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General information

Summary

Pre-diploma practice is aimed at expanding, deepening and consolidating professional knowledge obtained by students during their studies within the educational program, building up students' practical skills and abilities in the field of management. During the pre-diploma practice, students are provided with an opportunity to apply theoretical knowledge and analytical tools learned within the educational program for analyzing activities of a real-world organization, to perform management tasks and to gain experience in solving organizational problems.

Pre-diploma practice precedes the preparation of the master's thesis, in which the study of theoretical aspects of the chosen topic is combined with the analysis of practical aspects based on actual data of a real organization, and with the development and justification of practical recommendations aimed at increasing the organizational performance within the scope of the research topic. During the pre-diploma practice, students have the opportunity not only to familiarize themselves with the activities of the organization and gain valuable experience in management, but also to collect qualitative and quantitative data for their thesis and conduct a preliminary analysis of the data.

Objectives and goals

- To enhance students' competence in the field of management through the application of theoretical knowledge in practice when analyzing a specific organization
- To develop students' practical skills in analyzing, systemizing and generalizing data on organizational performance
- To provide students with an opportunity to gain practical experience, build up knowledge and skills in managing organizations
- To collect, process, and analyze data and other materials related to the topic of the master's thesis

Format of activities

Self-study, individual assignment (report, practice journal), consultations. The final control is in the form of differentiated grading.

Competencies

- GC01. The ability to conduct research at the required level
- GC03. Skills in using information and communication technologies
- GC05. The ability to act on the basis of ethical considerations (motives)
- GC07. The ability for abstract thinking, analysis and synthesis.
- SC03. The ability for self-development, life-long learning and effective self-management
- SC09. The ability to analyze and structure organizational problems, make effective organizational decisions and ensure their implementation

Learning outcomes

- PO01. To critically assess, select, and use appropriate scientific, methodological and analytical tools for managing under conditions of unpredictability
- PO02. To identify organizational problems and justify methods for solving them
- PO09. To be able to communicate in professional and academic circles in the official language of Ukraine and in a foreign language
- PO11. To ensure professional self-development and personal time planning
- PO13. To be able to plan and provide informational, methodological, material, financial and staffing support for an organization (unit).

Student workload

The total volume is 330 hours (11 ECTS credits): self-study - 330 hours.

Duration of the practice

The duration of the practice is 8 weeks.

Prerequisites for the educational component

Management of organizations, Marketing management, Business diagnostics, Strategic change management, Project management, Social responsibility and business ethics, Self-management, leadership, and conflict management, Methodology of scientific research, Crisis management

Features of the educational component, teaching and learning methods, and technologies

Students can have their pre-diploma practice in a business organization of any industry or at the Management department of NTU "KhPI". In the case of practice at NTU "KhPI", a student has a supervisor from the Management department, and in case of practice outside of NTU "KhPI", a student has supervisors both from the Management department and from the company, which is the place of actual practical training.

Before the start of the pre-diploma practice, a student receives instructions from the practice supervisor from the Management department, discusses the goals and objectives of the practice, the topic of the master's thesis and the individual assignment for the pre-diploma practice.

On the first day of practice, the student undergoes a safety briefing in the company (the place of pre-diploma practice), and familiarizes him/herself with the internal rules and procedures of the company.

During pre-diploma practice, the student must

- familiarize him/herself with the founding documents of the company, learn about the form and structure of ownership, the corporate governance system (if applicable);
- analyze the organizational structure of the company, identify the type of the structure, the levels of management and distribution of authority;
- analyze the company's product mix, examine the company's approach to product quality management;
- analyze the data on production output in natural and monetary units for the last three years;
- analyze the company's operational activities, in particular, the main technologies used by the company, analyze the value chain, and assess the efficiency of the use of the company's resources;
- examine the company's financial statements for the last three years (if applicable), analyze the dynamics of the company's financial results, analyze the cost structure and its dynamics, conduct an analysis of the company's financial ratios and their change over the studied period;
- analyze the human resource management system of the company: the dynamic of the number of employees, employee turnover rate, the personnel structure, methods of employee motivation, the system of recruitment, training and development of personnel;
- analyze the company's marketing activities - target market segments, positioning, product policy, pricing methods and strategies, distribution channels, the system of marketing communications with consumers and other stakeholders;
- conduct the industry analysis, investigate the company's competitive environment, perform a PEST and SWOT analyses of the company and its environment;
- conduct the company's business portfolio analysis (if applicable), identify the company's current strategies at different levels;
- assess the company's performances in corporate social responsibility sphere.

An individual assignment for the pre-diploma practice is formulated to each student by his/her supervisor from the Management department at the beginning of the pre-diploma practice. The content of the assignment depends on the specifics of the company and the chosen topic of the master's thesis. Based on the results of the pre-diploma practice, the student should prepare a report and fill in the practice journal, in which the student describes all types of activities performed during the practice. The practice report, along with the practice journal, is submitted to the supervisor from the Management department and defended in the form of an oral presentation and subsequent question-answer session.

Topics of the individual assignment

Examples of the topics of individual assignments are provided below:

- the use of information technology for improving the efficiency of the company's operations;
- organization of innovative activities of the company;
- management of the company's investment activities;
- organization of the company's logistics;
- supply chain management;
- employee productivity management;
- talent acquisition and retention in the company;
- project management in the organization;
- management of relations with the company's stakeholders
- management of sustainable development of the company
- the company's strategies in the international market;
- strategic planning in the company;
- competitiveness of the company's products (services);
- management of international competitiveness of the company;
- digital marketing strategies;
- content marketing management;
- brand management of the company;
- sales management and distribution system of the company;
- quality management system in the company;
- risk management in the company;
- crisis management in the company;

- corporate culture of the company.

If the pre-diploma practice takes place outside of NTU "KhPI", the topic of the individual assignment should be approved by the supervisor from the place of practice.

Materials and recommended reading

1. A manual for master's thesis preparation (the structure and formatting requirements) / укл. О.В. Прохоренко, О.М. Нащекіна, В.І. Ковшик, Н.М. Солопун – Х.: НТУ «ХПІ», 2024. – 45 с
2. Bright D. et al. Principles of management / OpenStax, Rice university, 2019. - 664 p.
3. Morris J., Hodges T. Strategic Management. 2nd ed. / Open Educational Resources: Oregon State University, Corvallis, 2022. - 187 p.
4. Kotler P. and Keller K. Marketing management. Global Edition (15th). / Pearson, 2016. - 834 p.
5. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital / John Wiley & Sons, Inc., Hoboken, New Jersey, 2017. - 184 p.
6. Tomczak T., Reinecke S, Kuss A. Strategic Marketing: Market-Oriented Corporate and Business Unit Planning / Springer Gabler Wiesbaden, 2018. – 253 p.
7. The Practice of Self-Management: A Handbook for Walking the Path from Reactivity to Presence and Connection. Christopher Forman, Bryan Ungard, Conscious Capitalism Press, 2019, 132 p
8. Horkin, P. (2017) Fundamentals of Risk Management: Understanding, evaluating and implementing effective risk management. 440 p.
9. Becker C.U. Business Ethics Methods and Application / New York : Routledge, 2019. - 200 p.
10. Camilleri M. A. Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies / Springer, 2017. – 207 p.
11. Cardy R., & Leonard, B., (2014). Performance Management: Concepts, Skills and Exercises. New York: Routledge.
12. Daniels, A.C., & Rosen, T.A., (2014). Performance Management: Changing Behavior that Drives Organizational Effectiveness. Atlanta: Performance Management Publications.
13. A Handbook for Measuring Employee Performance : Aligning Employee Performance Plans with Organizational Goals. [Washington, D.C.] :U.S. Office of Personnel Management, Performance Management and Incentive Awards Division, 2017.
14. Iacobucci D., Churchill G. A. Marketing Research: Methodological Foundations, 12th Edition / Nashville, TN: Earlie Lite Books, Inc., 2018. - 544 p.
15. Sekaran U. and Bougie R. Research Methods for Business: A Skill-Building Approach. 7th Edition, Wiley & Sons, West Sussex, 2016, - 420 p.

Assessment and grading

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

100% final grade is composed of

- 70 % - the report on pre-diploma practice (the quality and completeness of the report)
- 30 % - an oral presentation of the report and demonstration of the competence through answering the questions of the practice supervisor during the report defense

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 ethics and integrity

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, including when visiting the practice site. Conflict situations should be openly discussed with supervisors, 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



Head of the department
Olena PROKHORENKO

August 28, 2024

Guarantor of the educational
program



Pavlo BRIN

August 28, 2024