



## Syllabus Course Program



# PRACTICAL TRAINING

**Specialty**

073 – Management

**Educational program**

Business-administration

**Level of education**

Bachelor's level

**Semester**

6

**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

**Olena Prokhorenko**

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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

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

### Course objectives and goals

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.

### 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.

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.

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 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**

Finance, Enterprise Economics, Marketing, Fundamentals of Management, Fundamentals of Business Analysis, International Business, Human Resource Management, Accounting, Business Modelling, Self-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  
 Preparation of materials, writing and defense of a practice report  
 Developing and presentation of the report

## Course materials and recommended reading

- 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.
7. Краснокутська Н.С. [та ін.] Менеджмент: навчальний посібник – Харків: Друкарня «Мадрид», 2019
8. Лінькова О.Ю. Менеджмент організацій – Харків, НТУ «ХПІ», 2012
9. Cram, C., & Friedrichsen, L. (2012). New Perspectives: Portfolio Projects for Business Analysis. Boston : Course Technology.
10. Drucker, P.F. (2011) Innovation and Entrepreneurship. HarperCollins Publishers Inc.

## 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

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.

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**  
Olena PROKHORENKO