

Educational Internship “Introduction to Profession”

Syllabus

ПП 2.22

Specialty: 073 “Management”

Educational program “Management”

Quarter/Year: Fall/2022

ECTS Credits: 3

Instructors: Amalyan N.D. – Ph.D. in Economics,
Associate Professor

US Credits: 1.5

Contact information: nataliia.amalian@uacu.edu.ua

Course Description

Design and critically assess business, international companies. The attention will be drawn to practical foundations and abilities of different companies. The course introduces students to the basic tools of business development and main characteristics of one of the biggest companies in the world: its business model, organizational structure and consumer choice, management and marketing, finance and HR management.

Learning Outcomes

Upon successful completion of this course students will be able to:

PH2. Keep the moral, cultural, scientific value and increase the achievements of society, using different types and forms of physical activity for maintaining a healthy lifestyle.

PH3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

PH5. Describe the content of the functional areas of the organization.

PH7. Demonstrate organizational design skills.

PH9. Demonstrate skills of interaction, leadership, teamwork.

PH13. Communicate orally and in writing in state and foreign languages.

PH17. Perform research individually and/or in a group under the guidance of a leader.

Competencies:

3K2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology, use different types and forms of motor activities for active recreation and a healthy lifestyle.

3K10. Ability to conduct research at the appropriate level.

3K14. Ability to work in an international context.

CK3. Ability to determine the prospects for the development of the organization.

CK8. Ability to plan the activities of the organization and manage time.

CK9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

Internationality

This course will be based on international practices and approaches to doing business inter alia contemporary managerial practices, best available technologies.

Objectives:

- Team building;
- Communications;
- Time Commitment;
- Research skills;
- Presentation skills.

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

Academic dishonesty

Plagiarism — submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.

Cheating — using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination tests or answers to an examination.

Facilitating Academic Dishonesty — helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

Fabrication — altering or transmitting, without authorization, academic information or records.

Stage 1. Companies To choose the most interesting company.

- Discuss the history of the company and its organizational structure;
- Describe different business models at the companies;
- Understand the concepts of entrepreneurial marketing and elevator pithing;
- To trace the development of corporate relations

List of Companies to be analyzed

1. Alibaba Group
2. Alphabet Inc.
3. Amazon.com, Inc.
4. Apple Inc.
5. Berkshire Hathaway
6. British Petroleum Corp.
7. Citigroup Inc.
8. eBay

9. Exxon Mobil Corporation
10. Federal National Mortgage Association (Fannie Mae)
11. Ford Motor Company
12. Hyatt Hotels Corp
13. Johnson & Johnson
14. JPMorgan Chase & Co.
15. Kellogg Company
16. Lending Club
17. Mastercard Incorporated
18. Medtronic plc.
19. Meta Platforms, Inc
20. Microsoft Corporation
21. Nestle
22. Philip Morris
23. Procter & Gamble Company
24. Royal Dutch Shell
25. S&P Global Inc.
26. Samsung Electronics
27. Tesla, Inc.
28. Toyota Motor
29. Uber
30. Verizon Communications Inc.
31. Visa Inc.
32. Walmart
33. Walt Disney

Stage 2. Presentation

Preparing material for presentation (20%)

Stage 2 is the contest of presenters.

At this stage, the participants are to give business presentations, prepared in advance and *recorded as a video*. The total score given for a presentation is the summation of scores for each of the items of the Presentation Evaluation Form (e.g.: eye contact with audience, linking phrases, use of business vocabulary, use of visual aids, handling questions, etc).

The presentation topic is due to be a company (more information at the stage 1). The talk should include description of the company's organization, products, partners, etc. The presenters are supposed to show tangible knowledge of topical business vocabulary as well as mastery in structuring the speech, using visual aids, handling questions, giving a clear summary and conclusion.

Delivery time is 7 to 10 minutes. Exceeding the time limit will allow the Panel to stop the presenter and result in losing marks.

A successful presentation is to meet the following requirements:

- be delivered orally
- be supported with visual aids
- be easily identified as a business presentation, not a political speech, school performance, drama or slide show
- keep the listeners awake and, ideally, interested during the speech

- last not less than 5 and not more than 7 minutes (3 to 5 minutes are allotted for questions from the Panel)

- not use company-produced demo materials such as ready-made PowerPoint slides (these do not include gimmicks, business cards, booklets, brochures, posters, and other objects carrying company logos, slogans and contact information).

Recommended visual aids are PowerPoint slides, handouts, posters, video, product samples, etc.

Students record their speech with explanation of Power Point presentation on their company.

A successful video record is to meet the following requirements:

- clear explanation:
- good visual materials, which support oral representation;
- keep the listeners awake and, ideally, interested during the speech;
- uploaded into the Moodle system into special element "Your presentation and link to your video add here".
- deadline - October 14, 2022.

Stage 3. Video From 5 up to 7 minutes.

Stage 3. Video

At this stage, the participants are to give business presentations, prepared in advance and *recorded at the video*. The total score given for a presentation is the summation of scores for each of the items: eye contact with audience, linking phrases, use of business vocabulary, use of visual aids, handling questions, etc. Recommended visual aids are PowerPoint slides, handouts, posters, video, product samples, etc.

The presentation topic is due to be a company (more information at the stage 1). The speech should include description of the company's organization, products, partners, etc. The presenters are supposed to show knowledge of topical business vocabulary as well as mastery in structuring the speech, using visual aids, handling questions, giving a clear summary and conclusion.

Delivery time is 5 to 7 minutes.

A successful presentation is to meet the following requirements:

- be delivered orally
- be supported with visual aids
- be easily identified as a business presentation, not a political speech, school performance, drama or slide show
- keep the listeners awake and, ideally, interested during the speech
- last not less than 5 and not more than 7 minutes
- provide clear explanation:
- include good visual materials, which support oral representation;
- be uploaded into the Moodle system into special element "Your videos add here".

Course-level Grading guidelines:

·Academic integrity is submitting one’s own work and properly acknowledging the contributions of others. Any violation of this principle constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action.

Students should pass one project. Its developing consists of such stages:

1. You choose one company from the list below. Then consult on the possibility of analyzing your company with an instructor Nataliia Amalian (nataliia.amalian@uacu.edu.ua).

2. After the approval of your choice, you can start to collect information about it.

This information should include brief information about the company, organizational structure, activities, income, competitors, partners, economic and social databases, effects, etc. (all business information).

ECTS grade	Requirements for the student
A	Each student demonstrated a comprehensive systemic and in-depth knowledge of prepared material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses; the student had a current grade of 90-100 points
B	The student demonstrated good knowledge in business sphere; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the business material; learned information mainly from a presentation; mastered only a few methods, techniques and tools
E	
FX	The student has significant gaps in knowledge of the main presentation material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

For individual issues, students should contact the supervisor ONLY by given e-mail or by Moodle. In the Subject line they should put: **UACUFirstNameLastName**. E-mail messages will normally be answered within 24 hours.

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

The course is based on mastery of course outcomes. The student's grade for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is **60% (for Bachelor’s degree)**.

The assignment of a letter grade for a course is an indication of the student’s overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student’s achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their

strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

Criteria for grading:

This course is conducted in the form of PowerPoint presentations and video made by the students.

The final grade would be a summation of the following:

2. Presentation (40%)
3. Preparing the video about company - (40%)

Recommended Materials

1. https://www.alibaba.com/?src=sem_ggl&cmpgn=407465347&adgrp=26917222987&fditm=&tgt=kwd-25415189828&locintrst=&locphyscl=9061015&mtchtyp=b&ntwrk=g&device=c&dvcmdl=&creative=106732397107&plcmnt=&plcmntcat=&p1=&p2=&aceid=&position=&gclid=EAJalQobChMIypCzrsLa7gIVoQWiAx1soAEfEAAAYASAAEgIkglD_BwE
2. <https://www.amazon.com/>
3. <https://www.apple.com/>
4. <https://www.berkshirehathaway.com/>
5. <https://www.citigroup.com/citi/> and others.

Протокол засідання кафедр № 4 від 23.08.2022 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В. Жарова

Викладач



Н.Д.Амалян