



Internship

Syllabus

ПП 2.23

Specialty: 073 “Management”

Educational program “Business Administration in Management and International Business”

Quarter/Year: Fall/2022

ECTS Credits: 6

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

US Credits: 3

Professor

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Course description. Complex professional qualification practice (*hereafter* - internship) is part of the general practical training of students specified by the State standard of education. The sequence, purpose, tasks and procedure of all types of interning are specified by a straight-throw program of specialists’ training in this area.

Internship as a component of a cross-line program of training is organized according to the requirements of specialist’s Educational and Qualification characteristic. The internship guidelines contain the approximate tasks and content of the Internship Report and templates of all necessary documents, and also enclose requirements for business entities analysis.

1. Goal, objectives and results of the internship

The goal of the internship is: (i) to equip students with up-to-date knowledge of methods, forms of organization and tools in the field of management of the economy and cross-border economic activities of enterprises and institutions of various forms of ownership; (ii) to drill professional qualifications and skills for making autonomous decisions in the process of real work on the basis of qualifications and skills learned at the university and (iii) to develop the need for systematic renewal of students’ knowledge and constructive application of these knowledge in practice.

Complex professional qualification practice of students implies regularity and the consistency of its advancing while obtaining sufficient volume of theoretical and practical knowledge and skills. Internship is to take place under conditions that are as close as possible to the conditions of professional work, laying out adequate provisions for acquisition of practical skills in the management of cross border activities.

Program learning outcomes

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

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

PH4. Demonstrate skills to identify problems and justify management decisions.

PH9. Demonstrate skills of interaction, leadership, teamwork.

PH12. Assess the legal, social and economic consequences of the organization.

PH15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

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

Competencies:

3K4. Ability to apply knowledge in practical situations.

3K5. Knowledge and understanding of the subject area and understanding of professional activity.

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

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.

CK14. Understanding of the principles of psychology and use them in professional activities

2. ARRANGEMENT AND CONTENT OF PRACTICE

2.1. Arrangement of practice

Arrangement of the practice helps the student to complete and design the report on internship. During the practice, the student tries to get acquainted with main areas of the enterprise-based practice. The practice plan is designed for each student by university supervisor prior at the start of the practice; it can be adjusted later in cooperation with the enterprise supervisor of the practice.

Stages of internship

1. Getting acquainted with the Guidelines to the complex professional qualification practice (allocated on Moodle in the Internship section).
2. Writing a statement and submitting it to the Dean's Office - not less than 7 days prior to the start of the practice and sending application to the base of practice (if required).
3. Submitting the program of practice to the internship supervisor at the business entity.
4. Providing post-performance acknowledgment from the business entity: practice performance feedback (characteristic) on practice carried out, composed in an optional form on headed note-paper of the company (or University) with signature and stamp.
5. Writing Report disclosing scope of execution of the student's individual task.
6. Following the completion of the internship, providing the university supervisor of the practice with:
 - feedback on practice completed
 - characteristic
 - report
 - PowerPoint presentation

Report plan	
1	General familiarization with the business entity - the base of practice
2	Analysis of the state and results in particular spheres of the company activities - the base of practice
3	Economic planning and activity of the business entity
4	HR management
5	Marketing and logistics management
6	Management of cross-border activities of the enterprise
7	Management of accounting and finance at the enterprise
8	Strategic management of the business entity
9	Management of innovative activity of the enterprise
10	Design of a blueprint for enhancement of performance of the enterprise

2.2. Contents of the internship

1. General familiarization with the enterprise - the base of practice

Students get acquainted with the charter of the company, form of ownership, organizational structure, examine organization of cross-border activities of the enterprise. In addition, they get acquainted with the regulations determining the routine of the firm and draw applicable conclusions.

The result of this work should be reflected in students' internship progress report covering the following issues:

- characteristic of the status of the enterprise (time of creation, form of ownership, organizational and legal form of management, level of independence, the mission of the business entity, the rights and duties of the enterprise, sphere of activities, compliance of enterprise activities with the requirements of state registration etc.);
- characteristic of economic activity (specialization of the enterprise, dominant types of business operations, other activities);
- nature of state regulation and control over the activity of the enterprise (by executive bodies, ministries, administrations), the state of compliance with state requirements;
- nature of owners' management of the enterprise (rights of owners, management and control bodies: superior body of enterprise management, supervisory authority and control of the activity of the enterprise, the frequency of their meetings, the nature of the issues under consideration);
- nature of the management organization of the enterprise (organizational structure of the enterprise management, character of particular structural subdivisions, their functional appropriation, rights, duties, authority, nature of regulation of individual employees' activities (contracts, job descriptions, etc.);
- characteristic of instructional, normative and methodical materials used at the enterprise, their quality and completeness.

2.2.1. Analysis of the status and outcomes of particular enterprise business activities

Students analyze commercial activity of the company according to the main spheres of financial and economic activity, investigate cross-border economic activity by types (productive, commercial, service rendering, etc.), analyze the assortment structure,

determine competitive advantages of the enterprise, conduct the appropriate marketing research on the competitiveness of goods and so on.

2.2.2. Economic planning and activity of the enterprise

Organization of planning and economic activity at the enterprise. Analysis of the main functions assigned to the planning and economic department, its interrelation with other structural units in the process of performing functional tasks.

Analysis of methodical backing of planning and analytical work. Methods used in the process of economic indicators analysis and substantiation of their planned values. The level of software provision for performing specified work.

The system of analysis and planning of economic activity indicators that is used at the enterprise, characteristic of their operation efficiency. Analysis of the level of computer equipment and specialized software usage.

Analysis of the results of the economic activity of the enterprise on the basis of annual financial and statistical reporting forms. Assessment of the volumes and dynamics of the most important indicators: volumes and structure of production (goods, operations, services); volumes and composition of fixed assets, volumes and speed of turnover of inventories, sales revenue, sources of its formation, volumes and composition of operating costs, financial result of ordinary course of business before taxation and its components, net profit and vectors of its use.

2.2.3. HR management

Organization of work with personnel of the enterprise, quantitative and qualitative composition of the HR department. Analysis of normative documents regulating its work (regulations of the HR department and job descriptions of HR staff).

Analysis of the staff list of the company employees and staff structure (by category, by level of education, by gender, by age).

Assessment of the HR policy implemented at the enterprise, advance training of the employees, certification of employees, team building and build-up of the socio-psychological climate, plans for the development of business careers.

Analysis of HR flows (recruitment, transfer, dismissal) and identification of the main factors influencing staff turnover.

Analysis of the level of computer equipment and specialized software usage in HR personnel activities.

2.2.4. Marketing and logistics management

Organization of marketing and commercial activity at the enterprise. Functions and tasks performed by the specialists of the relevant departments. Analysis of normative documents regulating their activities (regulations of relevant services, job descriptions of specialists), quantitative and qualitative composition of specialists.

Analysis of sources of information and software products used by appointed specialists for the procurement, marketing and market monitoring.

Main suppliers of resources and consumers of products (goods, operations, services) of the enterprise. The process of their search, assessment and choice. Procedure and conditions of contract formation. Assessment of the quality of material (commodity) resources stocking (frequency of procurement, size of one-time purchase, inspection of the availability of goods in the sales areas).

Factors influencing the change in demand for material (commodity) resources in different periods (month, week, day), organization of their monitoring and responsiveness.

Communication marketing actions (advertisement, sales promotion, price discounts), public relations. Marketing budget analysis.

Analysis of the validity of marketing plans for enterprises goals achievement. Frequency of development and congruence of purchase, sale and marketing plans.

2.2.5. Management of cross-border economic activity of the enterprise

Students analyze commercial activities of the enterprise (firm) as per main areas of cross-border economic activity. Conditionally to the status of the firm and its organizational structure, at this stage students work at the relevant units (sales department, department of cross-border operations, marketing department etc.). Scrutinizing dynamics of exports (imports) of goods and services, student should analyze the dynamics of exports (imports) of goods and services for the accounting year in comparison with previous years. While studying dynamics of exports (imports) for a number of years (at least three years), student has to scrutinize dynamics indicators. Data on export (import) should be grouped by country and by product in the analytical tables. Student should determine the impact of factors on changes of the main indicators of foreign economic activity using the index method.

Students have to define compliance with commitments as per export (import) operations. In doing so, they should:

- define compliance with commitments in terms of cost, physical volume, quantity of goods exported (imported) by terms of their delivery and quality;
- analyze the factors that influenced these indicators and determine their influence;
- find out the reasons for under-fulfillment of commitments on certain points;
- provide an analysis of the fulfillment of obligations on trade agreements, etc.

Students are to calculate effectiveness of negotiated foreign trade contracts. Students should analyze the efficiency of different types of the awarded cross-border contracts, determine their impact on the development of foreign economic activity of the enterprise and on the results of its financial and economic activities.

2.2.6. Management of accounting and financial transactions of the enterprise

Characteristics of the main elements of the enterprise accounting system in such spheres as:

- organizational (characteristic of document circulation as per its cycling and interconnection with other structural units);
- technical (software characteristic, advantages and disadvantages of its use);
- methodological (depth of analytical accounting, estimation of cost price on items (goods) sold, valuation of assets, methods of depreciation accruals).

An assessment of the activities of the financial service or other department, which is entrusted with its function's performance: quantitative and qualitative composition of specialists, a list of the main functions and the level of their implementation. Evaluation of the quality of the service output products (analytical, planning and control forms).

Organization of money turnover. Forms of calculations used. Assessment of the state of settlement and cash discipline.

Analysis of the volume and completeness of the authorized fund formation.

Analysis of monitoring of clearing with creditors organization, the availability of indebtedness for clearing-off.

Analysis of volumes and timeliness of payment of taxes and other obligatory payments.

Assessment of financial and property status of the enterprise. Analysis of the indices of solvency, financial stability, business activity, profitability.

2.2.7. Strategic management of the enterprise

Description of the ranks that are responsible for strategy development.

To provide a comprehensive analysis of the enterprise's activities, it is necessary to use modern methods from the standpoint of the system approach. To do this, one should provide SWOT-analysis of the enterprise.

On the basis of the positioning profile, the student should develop a SWOT matrix and identify paired combinations in the fields of the matrix.

On the basis of system analysis, taking into account enterprise potential and business environmental factors, it is necessary to formulate the mission of the organization, which would include the following points:

- Declaration of values and credo.
- The goods produced by the company, or the needs that the company is going to satisfy. The market which the company is going to entry and the means of its access. Key technologies to be used. Principles of strategic development.

2.2.8. Enterprise innovative activity management

Describe the unit (rank) responsible for the implementation of innovation policy.

While being engaged in freebie work the student should carry out the research on innovation activity of the enterprise, assess the degree of its innovation activity. To do this, it is necessary to determine whether the company has recently introduced new technologies, new products, organizational changes, and whether they suit market trends and changes in the environment.

Also, the student must be able to plan independently the process of individual employees' generating innovative and labour-saving proposals; to design a requirement specification for the consultant. The tasks of this chapter of the report are the following:

To analyze structural elements of innovations at the enterprise activity during the reporting period according to the existing classification.

To describe the final result of the enterprise activity (output of products or services) for the conformity with "innovative products" or "innovative product" in accordance with the Law of Ukraine "On Innovation Activity".

To assess expediency (possibility) of assigning the enterprise charter to the innovative one in accordance with the requirements of the Law of Ukraine "On Innovation Activity".

To assess the effectiveness of innovative projects implemented at the enterprise.

To assess feasibility and possibility of designing innovative strategy of the enterprise.

To assess feasibility of real investment into the enterprise (for enterprises with cross-border economic activity).

To analyze the need and feasibility of financial investment.

To assess effectiveness of investment projects realized at the enterprise.

To develop proposals on innovation development of the enterprise and directions of investment activities.

2.2.9. Proposals and conclusions

Depending on the specialization of studies, scientific interests and personal desires, the student has to develop specific and substantiated proposals for improving the particular line (lines) of the enterprise development or implementation of certain innovation.

Proposals may be aimed at enhancing of existing functional areas of the enterprise (planned economic, HR management, marketing and commercial, financial and accounting activities, etc.), as well as at implementation of radical innovations (introduction of new products, diversification, re-specialization of activities, implementation of real or financial investment, foreign markets entry, etc.).

The development of proposals should be based on the identified shortcomings of the organization of the company, available reserves of its improvement, analysis of domestic and foreign experience of the best enterprises of similar and related activity profiles.

In the report on bachelors' internship the results of the work should be presented according to the following structure:

- general description of the essence of the proposal (the proposed innovation);
- substantiation of expediency of the proposal (innovation) implementation and intended outcome of its realization, including assessment of the economic effect (if possible);
- the state of preparedness of an enterprise for the introduction of a proposal (innovation);
- plan of organizational and economic measures required for the implementation of this proposal.

It should be stressed that, taking into account the specifics of the company, its subordination, form of ownership, organizational and management structure, scientific supervisor defines a specific range of questions for each student.

3. GUIDELINES FOR DESIGN THE INTERNSHIP REPORT

3.1. Report design

The main requirements for the presentation of the report are: the clarity of construction, logical sequence of presentation of the material, substantiation of the arguments, accuracy of the wording, the validity of conclusions and proposals.

The material of the report should be presented in the following order:

- title page
- table of content;
- introduction;
- body of the paper;
- conclusions and suggestions;
- references;
- annexes.

The completed and properly designed report has to be signed by the author on the title page.

All components should be designed correspondingly.

University instructor conducts individual student counseling, helps to draft a report, supervises compliance with the schedule of execution, reviews work, etc. The report must be submitted to the department for review by the instructor and presentation in accordance with the schedule.

The report should have a logical, reasoned character and meet the following requirements:

- contain a deep analysis of the problem;
- include independent studies, calculations performed using computer technology;
- contain substantiated conclusions and suggestions on improvement of activity;
- have proper registration;
- to be fulfilled and submitted to the department in the period stipulated by the schedule of the educational process.

The language of the report is English, the style is scientific, clear, without spelling and syntax errors. Direct ‘copy – paste’ of sources is intolerable with the exception of quotations submitted in inverted commas according to the original text.

All papers should be typed 1,5-spaced on one side of a sheet of white A4 paper (210 x 297 mm). Special paper is not required; font - 14 point, Times New Roman; margins: left - 20 mm, right - 10 mm, top - 20 mm, bottom -20 mm; justification of the text across the width. Tables can be printed on white A3 paper (less than 40 rows on a page). Total numbers of pages – up to 40.

Title page presents the name of the university, title, date, author name, the course for which the paper is written, and the supervisor’s name (see Annex 1).

The table of content contains the names of all sections, subsections (if any) and the numbers of their start pages.

The text of the body of the report is divided into sections (according to the plan), each starting from the new page.

Numbering of pages, sections, subdivisions, paragraphs, sub-paragraphs, drawings, tables, forms:

Headers of structural parts of the report - "TABLE OF CONTENT", "INTRODUCTION", "CHAPTER", "LIST OF REFERENCES", "ANNEX" - are typed with capital letters symmetrically to the text. The titles of the units are typed with small letters (except for the first capital one) with a paragraph indentation. No full stop at the end of the title.

Each structural part of the report should start with a number submitted in Arabic numerals without sign “№”.

The first page of the report is the title page, which is included in the total numbering of the pages and on which there is no number. Pages are numbered in Arabic numerals in the upper right corner. The numbering of sections, subsections, paragraphs, figures, tables, formulas, etc. should be done in Arabic numerals.

Visuals (tables, charts, figures, diagrams, etc.) and tables should be presented in a report immediately after the text where they are mentioned for the first time or on the next page. If they are on separate pages of the report, they are included in the total numbering of the pages. Illustrative tables or materials larger than A4 are regarded as one page and placed at the appropriate places in the text after the references or annex. All illustrations should contain links to the text.

Illustrations are marked with the word "Fig." and numbered sequentially within the charter, except for illustrations in the annexes. For example, "Figure 1.2" means second picture of the first section. Digital material, as a rule, should be presented in the form of tables placed in the text. In the upper right corner of the page the word "Table" is printed, indicating its number, and then its name is provided. The reference to the table is indicated by the word "see table ..."

Explanation of the meanings of symbols and numerical coefficients are placed directly under the formula in the order in which they appear in the formula, each starting from the

new line. The first line of explanation begins with the word "where" without colons and commas.

References (bibliography) should be submitted after the application on a separate page. University style guideline requires that the students use the American Psychological Association (APA) guidelines for formatting their paper and for referencing.

When using APA format, it is important to follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, like, for example, (Jones, 1998). One complete reference for each source should appear in the reference list at the end of the paper.

When referring to an idea from another work but not directly quoting the material, or making reference to an entire book, article or other work, the in-text reference should include only the author and year of publication and not the page number in references.

References in a Reference list are placed in alphabetical order. For the textbooks and manuals, the first to mention are name and initials of the author, full title of the book, year and place of publication. For articles published in the press, the name and initials of the author are indicated first, then title and journal title, number, or date the newspaper.

APA Style for a Reference List/Bibliography embodies:

Material Type	Reference List/Bibliography
A book in print	Baxter, C. (1997). <i>Race equality in health care and education</i> . Philadelphia: Ballière Tindall.
A book chapter, print version	Haybron, D. M. (2008). Philosophy and the science of subjective well-being. In M. Eid & R. J. Larsen (Eds.), <i>The science of subjective well-being</i> (pp. 17-43). New York, NY: Guilford Press.
An eBook	Millbower, L. (2003). <i>Show biz training: Fun and effective business training techniques from the worlds of stage, screen, and song</i> . Retrieved from http://www.amacombooks.org/
An article in a print journal	Alibali, M. W. (1999). How children change their minds: Strategy change can be gradual or abrupt. <i>Developmental Psychology</i> , 35, 127-145.
An article in a journal without DOI	Carter, S., & Dunbar-Odom, D. (2009). The converging literacies center: An integrated model for writing programs. <i>Kairos: A Journal of Rhetoric, Technology, and Pedagogy</i> , 14(1), 38-48. Retrieved from http://kairos.technorhetoric.net/
An article in a journal with DOI	Gaudio, J. L., & Snowdon, C. T. (2008). Spatial cues more salient than color cues in cotton-top tamarins (<i>saguinus oedipus</i>) reversal learning. <i>Journal of Comparative Psychology</i> , 122, 441-444. doi: 10.1037/0735-7036.122.4.441
Websites - professional or personal sites	<i>The World Famous Hot Dog Site</i> . (1999, July 7). Retrieved January 5, 2008, from http://www.xroads.com/~tcs/hotdog/hotdog.html
Websites - online government publications	U.S. Department of Justice. (2006, September 10). Trends in violent victimization by age, 1973-2005. Retrieved from http://www.ojp.usdoj.gov/bjs/glance/vage.htm

The list of references is designed in alphabetical order, showing the surnames of the first authors or titles in accordance with the requirements of these guidelines.

Annexes are designed as a continuation of the report and are placed in order of appearance in the text after the list of references. Each annex must have a title; each annex

starts with a new page, with the word "Annex" written in the upper right corner, and its number in the Arabic numeral.



TITLE PAGE OF THE REPORT ON INTERNSHIP

Ministry of Education and Science of Ukraine
Ukrainian-American Concordia University
Department of International Economic Relations, Business & Management

Complex professional qualification practice

REPORT

(on the basis of _____)

Student _____ course _____ group

Department _____

(name)

(signature)

Research supervisor _____

(academic degree, name.)

List of Companies to be analyzed by foreign students

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

Timetable

A writing schedule that leaves some margin for delays would be:

Stages of Course project writing	Deadline
1. Company selection and approval	Prior to 15.06.2022
2. Submission of the paper for initial review	Prior to 25.09.2022
3. Submission of the paper for final review	Prior to 01.10.2022
4. Course project presentation	19.10.2022 – 21.10.2022

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

