

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

Кафедра менеджменту та бізнесу

«ЗАТВЕРДЖУЮ»
Проректор з навчально-методичної роботи




Каріна НЕМАШКАЛО

РОБОЧА ПРОГРАМА


ВИРОБНИЧОЇ ПРАКТИКИ

рівень вищої освіти перший (бакалаврський)
галузь знань 07 «Управління та адміністрування»
спеціальність 073 «Менеджмент»
освітньо-професійна програма «Бізнес-адміністрування»

Завідувач кафедри менеджменту та бізнесу


Тетяна ЛЕПЕЙКО

Гарант освітньо-професійної програми «Бізнес-адміністрування»


Ольга МИРОНОВА

Харків

2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Management and business department

«APPROVED»

Vice-rector for educational and methodical work



Karina NEMASHKALO

PROGRAM

MANUFACTURING INTERNSHIP

Study cycle first (bachelor)
Field of knowledge 07 «Management and administration»
Specialty 073 «Management»
Study programme «Business administration»

Head of the department Management and business

Tetyana LEPEYKO

Head of study programme «Business administration»

Olga MYRONOVA

Kharkiv

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INTRODUCTION

Internship is a compulsory component of the training of students. The internship of students provides for the continuity and consistency of its conduct.

The syllabus of the *manufacturing* internship has been drawn up in accordance with the study programme Business administration of the first (bachelor's) level, specialty 073 Management.

1. Characteristics, purpose, tasks and results of *manufacturing* internship

1.1. Characteristics of the *manufacturing* internship

ECTS credits	Total number of hours	Assessment system	Semester	
3	90	Report	6	
	Including:			
	Practical studies			Self-study
	0			90

1.2. The purpose of the *manufacturing* internship is to deepen and consolidate students' theoretical knowledge and acquire the necessary practical skills and experience in the field of management, sales, planning, economic, marketing, logistics activities of the enterprise, to analyze the activities of the enterprise – the base of practice in the main areas: production, financial, sales, marketing, personnel, investment, innovation, foreign economic, as well as the development of skills and abilities of information-analytical, project-research, diagnostic, innovative and consulting activities to solve applied problems of management of business structures, improvement of the system of management of their activities in modern economic conditions; acquiring skills of adaptation of theoretical provisions, methodological tools, best practices of entrepreneurship to the conditions of a particular enterprise; consolidation of practical skills of conducting economic research, formation of its information, legal and methodological support, taking into account the nature of the problems to be solved and the limitations associated with the activities of a particular enterprise; implementation of the developed recommendations and proposals in the practical activities of the enterprise.

1.3. Main tasks and results of the *manufacturing* internship

The main task of the *manufacturing* internship is to develop general and special competences required for the future profession. After completing the internship, students must achieve the following results in accordance with the study programme

Learning outcomes and competences formed by the educational component

Special competences (SC)	General competences (GC)	Learning outcomes (LO)
	GC 4; GC 5	LO 3
	GC 4; GC 5; GC 11	LO 4
	GC 5	LO 5
SC 18	GC 5	LO 6
	GC 5	LO 12
SC 1, SC 18	GC 5	LO 16
SC 1, SC 9	GC 3, GC 5, GC 10, GC 14	LO 17
	GC 4	LO 18
	GC 5	LO 19
SC 2		LO 21

where SC1. Ability to identify and describe organizational characteristics.

SC2. Ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC18. Ability to use methods of processing primary information on the economic foundations of the organization's functioning to form a system of the most urgent tasks.

GC3. Ability to think abstractly, analyze, and synthesize.

GC4. Ability to apply knowledge in practical situations.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

GC10. Ability to conduct research at the appropriate level.

GC11. Ability to adapt and act in a new situation.

GC14. Ability to work in an international context.

LO 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO 4. Demonstrate skills in identifying problems and justifying management decisions.

LO 5. Describe the content of the functional areas of an organization's activities.

LO 6. Demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions.

LO 12. Assess the legal, social and economic consequences of the organization's functioning.

LO 16. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, being critical and self-critical.

LO 17. Perform research individually and/or in a group under the guidance of a leader.

LO 18. Evaluate opportunities to use technology to optimize business efficiency.

LO 19. Demonstrate skills in analyzing and synthesizing information, applying them to analyze and solve problems in various areas of business and management.

LO 21. Demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions.

2. Content and organization of the manufacturing internship

The task of the manufacturing internship is mastering the system of skills and acquiring skills in solving typical problems in accordance with the positions that can be held by a graduate of the specialty 073 “Management”, study programme “Business administration”, whose main activity is management; gaining practical experience in enterprises; forming students' understanding of the basic principles of organizing the activities of enterprises and mastering the organizational and technological processes of management at the enterprise.

The supervisors are appointed by the graduating department and issued by an order of the rector. After signing the order, changes in the organizational issues of the internship are not allowed.

Before the start of the internship, the supervisors of the internship from the graduating department of S. Kuznets Kharkiv National University of Economics hold a constituent meeting on pre-diploma internship or manufacturing internship, where they acquaint the students with the purpose, tasks of the internship, the calendar plan of the internship, the requirements for writing internship reports, and the responsibilities of the students during the internship.

At the constituent meeting, a safety briefing is conducted for the manufacturing internship, and a corresponding record is made in the safety briefing book. Another safety briefing is conducted directly at the manufacturing internship enterprise, taking into account the specifics of the enterprise.

3. Requirements for the manufacturing internship

The basis for manufacturing internships can be enterprises of various forms of ownership, types of economic activity, organisational and legal status, which are legal entities and have been operating in the market for at least one year.

Enterprises must meet modern requirements, i.e. they must apply advanced forms and methods of management and organisation of planning and economic activities, commercial and marketing activities, accounting, and introduce advanced production, labour and management technologies. In addition, the staff of the enterprise should be highly qualified specialists capable of creating appropriate conditions for students to acquire professional skills.

4. Individual internship tasks

The individual task for the manufacturing internship is determined by the head of the internship from the department (and/or enterprise) together with the student on the basis of the topic chosen by the student for research.

As part of the individual task, it is recommended to include questions about the research of the internship selected for writing a bachelor's thesis.

The individual task for the manufacturing internship is determined before the start of the internship and recorded in the internship diary. During the manufacturing internship, the student must fill in the diary, recording the types of activities performed and the timing of their implementation, the content of the activities, etc.

It is recommended that the internship report includes issues related to the analysis of the subject area, study of key performance indicators, and analysis of the external and internal environment of the base of practice.

At the end of the manufacturing internship, the student must present the results of the manufacturing internship in the form of a report and submit it to the department together with the diary within the established time limit.

An individual task is given to students within the framework of the research topic chosen by the students. During the manufacturing internship, students acquire the skills and abilities to solve manufacturing problems independently.

The completion of an individual task activates the student's activities, broadens his or her outlook, increases initiative, and makes the manufacturing internship specific and purposeful.

The content of individual tasks is clarified and specified during the manufacturing internship by the supervisor from the department and the internship base.

The materials obtained by the student during completion of the individual task are further used to perform individual and competence-based tasks in educational courses, to prepare a report, articles or for other purposes in accordance with the department and the base of internship.

5. Requirements for the manufacturing internship report

The manufacturing internship report presents the results of the study of programme issues, contains conclusions and recommendations, copies of documents and decisions; it must have a clear structure, logical sequence, convincing arguments, evidence of conclusions and validity of recommendations. The report should reflect all aspects of the student's activities on the basis of the manufacturing internship. *The report should be at least 25 pages.*

Structure of the manufacturing internship report

TITLE PAGE

CONTENT

INTRODUCTION

CHAPTER 1. GENERAL CHARACTERISTICS OF THE ENTERPRISE - THE OBJECT OF INTERNSHIP

CHAPTER 2. ANALYSIS OF THE MANAGEMENT STRUCTURE AND ORGANIZATIONAL STRUCTURE OF THE ENTERPRISE

CHAPTER 3. ANALYSIS OF THE KEY PERFORMANCE INDICATORS OF THE ENTERPRISE - THE OBJECT OF INTERNSHIP

CHAPTER 4. ANALYSIS OF THE INTERNAL AND EXTERNAL ENVIRONMENT OF THE ENTERPRISE

CONCLUSIONS

LIST OF REFERENCES

APPENDICES

In the introduction, the relevance of the chosen area of research and its practical significance should be justified, the current methodological and practical aspects of solving a certain range of problems should be briefly described, the purpose, object, subject, tasks, methodological apparatus (methods), research tools should be defined, the results and their practical significance should be obtained.

Through critical analysis and comparison with known solutions to the problem (scientific task), the relevance and feasibility of the work for the development of the relevant field of science, especially for the benefit of Ukraine, should be justified. The names of well-known scientists who are engaged in solving the problem under study in relation to the student's research work (SRW) and unresolved issues should be indicated. The volume of relevance should be at least half a page.

In the introduction, the student must disclose the purpose and tasks of the manufacturing internship in accordance with the specifics of the enterprise and the position in which the internship was held, identify the methods used during the internship and write a report on the internship. The introduction should be at least two pages long.

In the first chapter, the student should get acquainted with the specifics of the enterprise – the object of internship, its organizational structure, and the state of management of the enterprise in general.

The result of such work should be a reflection of the following issues in the manufacturing internship report:

characteristics of the enterprise's status (date of establishment, form of ownership, organizational and legal form of business, degree of independence, mission of the enterprise, rights and obligations of the enterprise, scope of activity, compliance with the requirements for state registration and operation of the enterprise, etc.);

characteristics of business activities (specialization of the enterprise, predominant types of business operations, other activities).

In the second chapter, the student must analyze the nature of the organization of the management of the enterprise (organizational structure of the enterprise, characteristics of individual structural departments, their functional purpose, rights, responsibilities, powers, the nature of regulation of the activities of individual employees of the enterprise (contracts, job descriptions, etc.); describe the process of regulation and control over the activities of the enterprise by the state (executive bodies, ministries, departments), the state of compliance with state requirements; describe the nature of management of the enterprise by the owners (rights of owners, management and control bodies: the highest management body of the enterprise, the supervisory and control body of the enterprise, the frequency of their meetings, the nature of the issues considered); to get acquainted with the instructional, regulatory and methodological materials used at the enterprise, their quality and completeness.

It is necessary to review and graphically represent the organisational structure of the enterprise and analyse it. Particular attention should be paid to the degree to which it meets the goals and tasks of the enterprise.

The main goal of the second chapter is to assess the quality of management and the results achieved in certain functional areas of the enterprise – the object of internship.

The analysis of economic indicators of the enterprise's activity is provided in the third chapter and is carried out for two years (reporting and previous). The main sources for collecting information and conducting analysis should be: financial statements of the enterprise for the two previous years.

The fourth chapter is devoted to the following issues:

determining the nature of the market (international, national, regional, municipal, district, etc.); having collected the relevant information, it is necessary to draw a conclusion about the size of the market; determine the type of market in which the enterprise operates;

analyses of the state of competition, providing characteristics of enterprises operating in the same market as the internship enterprise and its direct competitors; identifying the main environmental factors that influence the formation of the competitive environment: studying competitors and the intensity of competition in the industry, the existence of a threat from substitute goods;

assessment of the industry's development prospects;

assessment of the main competitors and customers of the enterprise;

assessment of the market share occupied by enterprise.

It is necessary to provide a SWOT analysis of the main environmental factors.

In this chapter, it is also advisable to pay attention to the marketing and commercial activities of the enterprise.

During the internship, the student must personally collect, classify, systematize and analyze information on certain areas of the enterprise's activities. In cases when such information is not available at the enterprise or is insufficient for analysis, it is necessary to use information sources covering the activities of similar enterprises, statistical data of a particular industry and sphere of economic activity. It is also recommended to use periodicals.

The conclusions contain a summary of the results of the research of the enterprise's activities in accordance with the tasks formulated in the introduction, highlighting the areas of activity, identifying potential opportunities for improving the enterprise's performance. The main conclusions, suggestions and recommendations for improving the efficiency of the base of internship in accordance with the tasks set are briefly formulated.

The list of references should be placed in alphabetical order of the first author's name or title. If the information from the Internet is used, it is necessary to indicate not only the name of the site, but also the title of the article, author or title of the document to which the author refers. Regulatory and legislative acts, Internet sources are not distinguished and are placed in alphabetical order together with other literary sources. All references should be in the original language. The bibliographic description of sources is compiled in accordance with the current standards in library and publishing.

It is recommended to use scientific works of the department's and university's researchers. The list of references should include publications from the last five years.

Appendices. The appendices, if necessary, should include auxiliary material: statistical information that is the basis of the research; regulations on functional departments; job descriptions of specialists; staffing lists; accounting and statistical reporting forms; organizational and administrative documents (orders, instructions,

guidelines and other reference information).

6. Summing up the results of the manufacturing internship

The manufacturing internship ends with the presentation of the results of the internship by the student during the defense of the report. Presentations are scheduled on the last day of the internship. Based on the results of the defense of the manufacturing internship reports, grades are assigned and submitted to the dean's office in the form of statements. The results of the internship are discussed and approved at a meeting of the department.

7. Criteria for assessing the results of the manufacturing internship

Assessment of the results of the internship and defense is carried out according to the 100-point learning outcome assessment system adopted by the University.

The total number of points received by a student based on the results of the internship takes into account:

- feedback from the supervisor from the internship base;
- feedback from the supervisor from the department;
- presentation of the results of the internship by the student during the defense of the report;
- answers to questions.

Criteria for assessing learning outcomes

Points	Criteria for assessing learning outcomes
90-100	The internship report and the internship diary are drawn up in accordance with the requirements and submitted for defense within the time limit specified by the department; the report contains elements of novelty, has practical significance; the student has mastered the skills of research work: collecting information, analyzing, formulating conclusions, proposals; the student's answer to the questions of the commission members is exhaustive.
82-89	The programme of internship is disclosed, but there are some shortcomings of a non-principled nature; the reporting materials were not sufficiently used in the analysis; there are some comments on the formatting of the report, diary; the student demonstrated good knowledge at the defence and answered the questions of the committee members.
74-81	There are some comments on the formatting of the report and diary; grammatical and stylistic errors are made; there are inaccuracies in the calculations in performing the analysis; the student demonstrated satisfactory knowledge at the defense; answers to the questions of the commission members are inaccurate or incomplete.
64-73	The internship report and the internship diary were prepared with numerous errors or incompletely, the student showed complete ignorance of the subject matter, and did not manage to satisfactorily answer the questions posed by the committee members.
60-63	The student has made significant mistakes in solving the tasks of the manufacturing internship, is unable to explain the calculations performed; the reporting documents are filled in with errors; the assessment of the internship supervisor and the characteristic indicate a low level of knowledge, skills and competencies.

35-59	The report was submitted to the supervisor for review in violation of the deadlines; it was prepared with significant borrowings of information and theoretical material; the report's formatting does not meet the requirements; the content of the report is not disclosed.
1-35	Reporting documents are absent: a report, an internship diary, and a student's characteristic.

8. Recommended literature

1. Офіційний вебсайт Державної служби статистики України. – Режим доступу : <http://www.ukrstat.gov.ua>.

2. Офіційний вебсайт Міністерства розвитку економіки, торгівлі та сільського господарства України. – Режим доступу : <https://www.me.gov.ua/?lang=uk-UA>.

3. Наукова новизна одержаних результатів [Електронний ресурс]. – Режим доступу : http://studopedia.com.ua/1_40741_naukova-novizna-oderzhanih-rezultativ.html.

4. Положення про організацію освітнього процесу в Харківському національному економічному університеті імені Семена Кузнеця [Електронний ресурс] : наказ № 198 від 26.10.2020 р. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u-HNEU.pdf>

5. Положення про організацію практики студентів у Харківському національному економічному університеті імені Семена Кузнеця (нова редакція) [Електронний ресурс]. : наказ № 44 від 24.01.2022 р. – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2022/11/Polozhennya-pro-organizatsiyu-praktyky-studentiv.pdf&sa=D&source=docs&ust=1706871891788708&usg=AOvVaw0x7ATcFuht71wnmP-Fhd-5>.

6. Азаренкова Г. М. Тренінгові технології навчання у практичній підготовці студентів (ділові та рольові ігри) : навчально-методичний посібник / За ред. д.е.н., доц. Н.М. Азаренкової, доц. Н. М. Самородової. - Львів : Новий світ - 2000, 2020. - 200 с.

7. Менеджмент [Електронний ресурс] : навчально-практичний посібник для самостійного вивчення дисципліни у схемах, таблицях, тестах та завданнях / М. В. Афанасьєв, І. Я. Іпполітова, В. В. Ушкальов, І. Г. Муренець ; за заг. ред. В. В. Ушкальова. – Харків : ХНЕУ ім. С. Кузнеця, 2021. – 392 с. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/26540>.

8. Основи наукових досліджень [Електронний ресурс] : навч. посіб. / О. М. Сінчук, Т. М. Берідзе, М. Л. Барановська та ін. – Електронні текстові дані (1 файл: 1,88 Мбайт). – Кременчук : ПП Щербатих О. В., 2022. – 196 с. – Режим доступу : <https://ela.kpi.ua/handle/123456789/47228?locale=uk>.

9. Пушкар О. І. Методологія та організація наукових досліджень

[Електронний ресурс] : навч. посіб. / О. І. Пушкар. - Харків : ХНЕУ ім. С. Кузнеця, 2020. - 866 с. - Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/23346>.

10. Тренінгове навчання в закладі вищої освіти : навчально-методичний посібник [Електронний ресурс] / М. В. Афанасьєв, Г. А. Полякова, Н. Ф. Романова та ін. ; за заг ред. професора М. В. Афанасьєва. - Харків : ХНЕУ ім. С. Кузнеця, 2018. - 323 с. - Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/21071>.

11. Salun M. Students' entrepreneurial skills formation in the changing world / M. Salun, K. Zaslavska, R. Vaníčková // International Conference on Entrepreneurial Competencies in a Changing World (ECCW 2020) (Ceske Budejovice, Czech Republic 19.11.2020) <http://podnikatelskekompetence.cz/programme>. - Access mode: <http://www.repository.hneu.edu.ua/handle/123456789/24307>.