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**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia named after Patrice  
Lumumba"  
RUDN University**

**Faculty of Economics**

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(name of the main educational unit (OUP)-developer of the EP HE)

**INTERNSHIP SYLLABUS**

**Master's Pre-Degree Internship**  
(name of the internship)

industrial  
(type of internship: industrial)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

**The student's internship is implemented within the professional education programme of higher education:**

**International marketing and business**

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(name (profile/specialization) of the EP HE)

## 1. INTERNSHIP GOAL

The purpose of the "Master's Pre-Degree Internship" is to expand and consolidate the theoretical knowledge gained by students of the International marketing management program through the process of mastering theoretical disciplines and independent scientific research. It also aims to form the universal and professional competencies in accordance with the RUDN education provisions, ensure the acquisition of practical research skills, as well as the collection of factual material for master's thesis preparation.

The main objectives of the pre-diploma practice of masters are:

- development of professional knowledge in the sphere of the chosen specialty, consolidation of the received theoretical knowledge on the disciplines of the direction and special disciplines of master's programs;
- familiarization with the main types and tasks of future professional activity
- consolidation and deepening of theoretical training of master students;
- mastering of necessary professional competences in the chosen direction of specialized training;
- expansion of professional outlook;
- acquisition of practical skills in scientific activity;
- deepening of practical skills in operational and marketing sphere;
- study of experience of work of enterprises and organizations of Russia in the sphere of activity corresponding to the direction 38.04.02 Management
- collection, generalization and analysis of materials on the topic of the master's thesis being carried out

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The internship "Master's Pre-Degree Internship" is aimed at the formation of the following competencies (part of the competencies) among students:

Table 2.1. List of competencies formed by students during the internship

| Code | Competence   | Indicators of competence achievement<br>(within the framework of this discipline)   |
|------|--|---|
| UC-2 | Able to manage a project at all stages of its life cycle | UC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal -<br>UC-2.2 Determines the links between the tasks and the expected results of their solution -<br>UC-2.3 Within the framework of the tasks set, it determines the available resources and restrictions, the current legal norms -<br>UC-2.4 Analyzes the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the current legal regulations and available resources and restrictions -<br>UC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of control |

| Code   | Competence  | Indicators of competence achievement<br>(within the framework of this discipline)  |
|--------|---|--|
| UC-3   | Able to organize and manage the work of a team, developing a team strategy to achieve a set goal  | <p>UC-3.1 Determines his role in the team, based on the strategy of cooperation to achieve the set goal -</p> <p>UC-3.2 Formulates and takes into account in its activities the features of the behavior of groups of people, selected depending on the goal -</p> <p>UC-3.3 Analyzes the possible consequences of personal actions and plans their actions to achieve a given result -</p> <p>UC-3.4 Exchanges information, knowledge and experience with team members -</p> <p>UC-3.5 Arguments his point of view regarding the use of ideas of other team members to achieve the set goal -</p> <p>UC-3.6 Participates in teamwork to carry out assignments</p> |
| GPC-3  | Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment | <p>GPC-3.1 Skills in the methods of making optimal management decisions in a dynamic business environment -</p> <p>GPC-3.2 Makes informed organizational and managerial decisions -</p> <p>GPC-3.3 Assesses the operational and organizational effectiveness and social significance of organizational and management decisions -</p> <p>GPC-3.4 Provides the implementation of organizational and management decisions in a complex (including cross-cultural) and dynamic environment</p>  |
| GPC -2 | Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information-analytical systems, in solving managerial and research tasks                                 | <p>GPC-2.1 Possesses modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve managerial problems.</p> <p>GPC-2.2 Conducts analysis and modeling of management processes in order to optimize the organization's activity.</p> <p>GPC-2.3 Uses modern digital systems and methods in solving managerial and research tasks</p>  |
| PC -1  | Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing package corresponding to the latest global trends   | PC -1.1 Knows the goals, stages and procedures of marketing research   |
|        |   | PC -1.2. Is able to work with digital data, evaluate their sources and relevance   |
|        |   | PC -1.3. Is able to evaluate the economic and social effectiveness of marketing research   |
|        |   | PC -1.4. Knows the principles of interpretation of the results of scientific research in professional activity   |

| Code | Competence  | Indicators of competence achievement<br>(within the framework of this discipline)  |
|------|---|--|
| PC-4 | Capable of developing, implementing and improving distribution system and sales policy in international markets | PC-4.1 Knows the components of the goods movement system in the market, their essence, conditions, peculiarities of organization, functioning and ways to minimize costs in international markets.<br>PC-4.2 Knows the main forms of entering the international market.<br>PC-4.3 Skills to manage the processes of delivery and commodity circulation at the international industry markets.<br>PC-4.4 Possesses skills of modeling and designing of enterprise activity on international markets of goods and services<br>PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing |

### 3. INTERNSHIP IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Master's Pre-Degree Internship belongs to the mandatory part of the variable component of the program in the direction 38.04.02 "Management", specialization "International Marketing".

Within the framework of the educational program, students also master disciplines and/or other internships that contribute to achieving the planned learning outcomes based on the results of the Master's Pre-Degree Internship.

Table 3.1. The list of components of the educational support that contribute to the achievement of the planned learning outcomes based on the results of the internship

| Code | Competence name  | Previous courses  | Next courses                |
|------|--|---|-----------------------------|
| UC-2 | Able to manage a project at all stages of its life cycle   | Managerial economics<br>Content-marketing<br>Digital marketing<br>International Economics | Pre-graduate Research Work; |
| UC-3 | Able to organize and manage the work of a team, developing a team strategy to achieve a set goal | Management Research<br>Methodology  | Pre-graduate Research Work; |

| Code   | Competence name   | Previous courses   | Next courses                |
|--------|---|--|-----------------------------|
| GPC-3  | Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment | Professionally Oriented Russian Language<br>Managerial Decision Making   |                             |
| GPC -2 | Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information-analytical systems, in solving managerial and research tasks                                 | Management Research Methodology<br>Corporate governance<br>Marketing Metrics (Marketing project effectiveness)<br>Trade Marketing<br>International Marketing | Pre-graduate Research Work; |
| PC -1  | Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing package corresponding to the latest global trends   | Management Research Methodology<br>Consumer behaviour<br>International Marketing<br>Content-marketing<br>Global consumer trends<br>International logistics   | Pre-graduate Research Work; |
| PC-4   | Capable of developing, implementing and improving distribution system and sales policy in international markets   | Trade Marketing<br>Social marketing in globalization context   | Pre-graduate Research Work; |

\* - заполняется в соответствии с матрицей компетенций и СУП ОП ВО

#### 4. INTERNSHIP WORKLOAD

The total labor intensity of the internship of " Master's Pre-Degree Internship" is \_\_36\_\_ credits and 756 ac.h.

## 5. THE CONTENT OF THE INTERNSHIP

*Table 5.1. Internship contents\**

| Name of the internship section   | Content of the section (topics, types of practical activities)  | Labor intensity, ac.hour. |
|--|---|---------------------------|
| Section 1. Participation in educational, scientific, socio-political and cultural events   | online briefing meeting with the invitation of employers and supervisors of pre-degree internship from PFUR   | 10                        |
|  | familiarization of students with the content and specifics of the organization(s) activities  | 18                        |
|  | informing the students about the tasks for practice, types of reporting on practice and safety briefing   | 20                        |
| Section 2. Participation in scientific research / faculty                                  | fulfillment of tasks by students  | 200                       |
|  | participation in various types of professional activities according to the direction of training  | 272                       |
| Section 3. Preparation and writing of the Master's final qualifying work (Master's thesis) | analyzing the work done and summarizing its results   | 200                       |
|  | participation of students in the final online conference with the invitation of employers and supervisors of pre-diploma practice from PFUR, who evaluate the effectiveness of pre-diploma practice | 18                        |
| Making a internship report   |   | 9                         |
| Preparation for the defense and protection of the internship report                        |   | 9                         |
| <b>TOTAL:</b>  |   | <b>756</b>                |

\* - the content of the internship by sections and types of practical training is FULLY reflected in the student's report on the internship.

## 6. INTERNSHIP EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

The infrastructure and technical support necessary for the internship implementation include: laboratories/ specially equipped classrooms/ polygons/ measuring and computing complexes/ vehicles/ industrial equipment and devices/ household premises that comply with current sanitary and fire safety standards.

Classrooms, computer equipment and multimedia facilities of the Faculty of Economics of the RUDN, computer-equipped workplaces and electronic databases of the Scientific Library of the RUDN.

- electronic-computing equipment and other material resources of the practice base, as well as similar opportunities of the University:
- classrooms (offices) with workplaces for conducting classes;
- blackboard,
- stationary personal computer with Microsoft Office package;
- multimedia projector;
- use of portable equipment - laptop and projector;
- screen (stationary or portable floor screen).

| Room | type           | description   |
|------|----------------|---|
| 17   | Classroom      | Multimedia projector - 2 pcs., sound stand - 1 pc., screen - 2 pcs.   |
| 19   | Computer class | Computers Pentium 4-1700/256MB/cd/audio - 21 pcs., multimedia projector Panasonic PT-LC 75 - 1 pc. , screen - 1 pc. |
| 21   | Computer class | Celeron 2600/512MB/cd/audio computers - 21 pcs, Panasonic PT-LC 75 multimedia projector - 1 pc , screen -1 pc.      |
| 23   | Computer class | Celeron 2600/512MB/cd/audio computers - 21 pcs., Panasonic PT-LC 75 multimedia projector - 1 pc., screen - 1 pc.    |
| 25   | Computer class | Celeron 766/256MB/audio computers - 21 pcs., Panasonic PT-LC 75 multimedia projector - 1 pc., screen - 1 pc.        |
| 27   | Classroom      | Multimedia projector - 1 pc., screen - 1 pc.  |
| 29   | Classroom      | Multimedia projector - 1 pc., screen - 1 pc.  |
| 101  | Classroom      | Multimedia projector - 2 pcs., sound stand - 1 pc., screen - 2 pcs.   |
| 103  | Classroom      | Multimedia projector - 1 pc., screen - 1 pc.  |
| 105  | Classroom      | Multimedia projector - 1 pc., screen - 1 pc.  |
| 107  | Classroom      | Multimedia projector - 1 pc., screen - 1 pc.  |
| 109  | Classroom      | Multimedia projector - 1 pc., conference equipment, DVD recorder, sound equipment, screen - 1 pc.                   |

## 7. INTERNSHIP LOCATION AND TIMELINE

The internship can be carried out at the structural divisions of RUDN University (at Moscow-based organisations, as well as those located outside Moscow.

The internship at an external organisation (outside RUDN University) is legally arranged on the grounds of an appropriate agreement, which specifies the terms, place and conditions for an internship implementation at the organisation.

The period of the internship, as a rule, corresponds to the period indicated in the training calendar of the higher education programme. However, the period of the internship can be rescheduled upon the agreement with the Department of Educational Policy and the Department for the Organization of Internship and Employment of RUDN students.

The internship of "Master's Pre-Degree Internship" can be carried out both in the structural divisions of the RUDN or in organizations in Moscow (stationary), and at bases located outside Moscow (travel).

The internship on the basis of an external organization (outside of the RUDN) is carried out on the basis of a corresponding contract, which specifies the terms, place and conditions of the internship in the base organization.

The terms of the internship correspond to the period specified in the calendar training schedule of the EP HE. The terms of the internship can be adjusted in coordination with the Department of Educational Policy and the Department of Organization of Internships and Employment of Students at the RUDN.

## **8. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE INTERNSHIP**

a) basic literature:

- 1) Zobov A.M., Chernysheva A.M. Methodical recommendations on writing and design of the bachelor's graduate qualification work for the direction 38.03.02 "Management" profile "Marketing" and Master 38.04.02 'Management' profile "International Marketing". - Moscow: RUDN, 2024.
- 2) Chernysheva, A. M. Marketing research and situational analysis : textbook and practice for universities / A. M. Chernysheva, T. N. Yakubova. - Moscow : Yurait Publishing House, 2025. - 447 c. - (Higher education). - ISBN 978-5-534-17919-4. - Text : elektronny // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568761> (date of reference: 07.04.2025).
- 3) Yampolskaya, D. O. Marketing analysis: technology and methods of conducting : textbook and practice for universities / D. O. Yampolskaya, A. I. Pilipenko. - 2nd ed., revision. and supplement. - Moscow : Yurait Publishing House, 2025. - 268 c. - (Higher Education). - ISBN 978-5-534-06305-9. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/563876> (date of reference: 07.04.2025)
- 4) Chernysheva Anna Mikhailovna. Industrial (B2B) marketing [Text] : Textbook and practice for bachelor's and master's degree / A.M. Chernysheva, T.N. Yakubova. - Moscow : Yurait, 2020. - 433 c. - (Bachelor and Master. Academic course). - ISBN 978-5-534- 00628-5
- 5) Chernysheva Anna Mikhailovna. Product management [Text] : Textbook and practice for Bachelor's and Master's degree / A.M. Chernysheva, T.N. Yakubova. - Moscow : Yurait, 2020. - 373 c. - (Bachelor and Master. Academic course). - ISBN 978-5-534-01486-0

b) additional literature

- 1) Marketing management [Text] : Textbook and workshop for bachelor's and Master's degree tours / I.V. Lipsits [et al.]; Edited by I.V. Lipsits, O.K. Oiner. - M. : Yurayt, 2018. - 379 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-01165-4 : 889.00.
- 2) Chernysheva A.M. Industrial (B2B) marketing [Text] : Textbook and workshop for undergraduate and graduate studies / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2018. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.



- 3) Chernysheva A.M. Benchmarking: Educational and methodical manual / A.M. Chernysheva. - Electronic text data. - Moscow: RUDN Publishing House, 2019. - 52 p.: ill. - ISBN 978-5-209-09164-6: 50.67.
- 4) Afonin P. N. Statistical analysis using modern software tools [Text]: Textbook / P.N. Afonin, D.N. Afonin. - St. Petersburg: IC "Intermedia", 2015. - 98 p. - ISBN 978-4383-0080-9: 913.00.
- 5) Long-term forecasting of the development of relations between local civilizations in Eurasia: Monograph / A.I. Podberezkin [et al.]. - Moscow: International Relations, 2017. - 357 p. - ISBN 978-5-906367-53-2: 500.00.
- 6) Statistics [Text]: Textbook for academic baccalaureate / I.I. Eliseeva [et al.]; Edited by I.I.Eliseeva. - 5th ed., reprint. and additional - M.: Yurayt, 2019. - 572 p. - (Baka-lavr. Academic course). - ISBN 978-5-534-10130-0: 1299.00.

*Resources of the Internet information and telecommunication network:*

1. RUDN Library website – Access mode: <http://lib.rudn.ru/> / - from RUDN stationary computers
2. University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
3. LexisNexis. – Access mode: <http://www.lexisnexis.com/hottopics/lnacademic/>?
4. Bulletin of the RUDN – Access mode: <http://www.elibrary.ru/defaultx.asp>
5. Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
6. Full-text collection of Russian scientific journals. eLibrary.ru – Access mode: <http://elibrary.ru/defaultx.asp> ?
7. Electronic library of the Publishing House "Grebennikov". Grebennikon. – Access mode: <http://grebennikon.ru/>
8. International portal of electronic newspapers of socio-political topics. Library PressDisplay – Access mode: <http://library.pressdisplay.com>
11. Reference books - industry and country-specific databases. Polpred.com . – Access mode: <http://www.polpred.com/>
12. On-line access to magazines. Information database on all branches of science and electronic delivery of documents. SwetsWise. – Access mode: <https://www.swetswise.com>
13. Books published by Alpina Publishers. Current business literature. – Access mode: [http://www.alpinabook.ru/books/online\\_biblioteka.php](http://www.alpinabook.ru/books/online_biblioteka.php)
14. BIBLIOPHIKA Electronic Library of Literature on the History of Russia – Access mode: <http://www.bibliophika.ru/>
15. Electronic library of RSL dissertations – Access mode: <http://diss.rsl.ru/>

*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Educational and methodological materials for practical training, filling out a diary and making a report on internship \*:*

1. *Safety regulations during the internship Master's Pre-Degree Internship" (primary instruction).*

2. *The general structure and principle of operation of technological production equipment used by students during practical training; technical maps and regulations, etc. (if necessary).*

3. *Methodological guidelines for students to fill out a diary and formalize a internship report.*

4. *Materials for the preparation of the report and the writing of scientific publications are distributed on the TOMS platform. Access mode: <https://esystem.rudn.ru/course/view.php?id=11095>*

*\* - all teaching materials for practical training are placed in accordance with the current procedure on the internship page in the TUIS!*

## **8. ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL AS INTERNSHIP RESULTS**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of the internship "Master's Pre-Degree Internship" are presented in the Appendix to this Internship Program (module).

\* - OM and BRS are formed on the basis of the requirements of the relevant local regulatory act of the RUDN (regulations / order).

### **Developers:**

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