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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

educational division (faculty/institute/academy) as higher education programme developer

INTERNSHIP SYLLABUS

Research Work

(internship title)

Production Practice

(internship type)

Recommended by the Didactic Council for the Education Field of:

38.04.02 Management

(field of studies / speciality code and title)

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

International marketing – management

higher education programme profile/specialisation title

1. INTERNSHIP GOAL(s)

"Research Work" is part of the 38.04.02 "Management" "International Marketing - Management" program and is conducted "in semesters 1, 2, 3" "years 1, 2". The practice is implemented by the "Department of Marketing".

1. The "Research Work" is part of the master's programme "International Marketing - Management" within the field of study 38.04.02 Management and is conducted in the 1st, 2nd and 3rd semesters of the 1st and 2nd years. It is implemented by the Department of Marketing and the aim of the practice is to expand and consolidate theoretical knowledge obtained in the "International Marketing - Management" programme through coursework and independent research, to form general professional and professional competencies in accordance with RUDN standards, to develop practical skills in research activities, and to collect empirical material for the preparation of the master's thesis.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Conducting the "Research Work" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire during the internship

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.;
GC-2	Able to manage a project at all stages of its lifecycle	GC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal.; GC-2.2 Defines the links between the tasks set and the expected results of their solution; GC-2.3 Within the framework of the tasks set, determines the available resources and limitations, as well as the applicable legal norms.; GC-2.4 Analyzes the timetable for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the applicable legal norms and available resources and limitations.; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control;
GC-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-	GC-6.1 Controls the amount of time spent on specific activities; GC-6.2 Develops time management tools and
Competence code	Competence descriptor	Competence formation indicators (within this course)

	assessment	methods for specific tasks, projects, and goals.; GC-6.3 Analyzes your resources and their limits (personal, situational, temporary, etc.) to successfully complete the task.; GC-6.4 Assigns tasks to long-, medium-, and short-term ones based on the relevance and analysis of resources for their implementation.;
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.	GC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems.; GC-7.2 Evaluates information, its reliability, and draws logical conclusions based on incoming information and data.;
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.	GPC-1 .1 Has fundamental knowledge in the field of management; GPC-1 .2 Able to use the fundamental knowledge of economic, organizational and managerial theory for the successful performance of professional activities.; GPC-1 .3 Applies innovative approaches to solving managerial tasks, taking into account the generalization and critical analysis of best management practices; GPC-1 .4 Has the skills to make an informed choice of methods for solving practical and research problems;
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.	GPC-2 .1 Proficient in modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information for solving managerial tasks; GPC-2 .2 Conducts analysis and modeling of management processes in order to optimize the organization's activities; GPC-2 .3 Uses modern digital systems and methods in solving management and research tasks;
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects.	GPC-5 .1 Able to develop a plan for scientific research in the field of management based on the assessment and generalization of the results of scientific works of domestic and foreign scientists.; GPC-5 .2 Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management; GPC-5 .3 Has the skills to generalize and formulate conclusions, develop recommendations based on the results of scientific research in the field of management; GPC-5 .4 Participates in the implementation of research projects in the field of management and related industries;
Competence code	Competence descriptor	Competence formation indicators (within this course)

GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.	GPC-6.1 Proficient in digital technologies for the successful solution of professional tasks; GPC-6.2 Able to work with digital data, evaluate its sources and relevance; GPC-6.3 Knows how to use general or specialized application software packages designed to perform professional tasks.;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	PC--1.1 Knows the goals, stages and procedures of marketing research; PC--1.2 Able to work with digital data, evaluate its sources and relevance; PC--1.3 Knows how to evaluate the economic and social effectiveness of marketing research; PC--1.4 Knows the principles of interpretation of scientific research results in professional activity;
PC--2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	PC--2.1 Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science); PC--2.2 Able to work with digital data, evaluate its sources and relevance; PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products; PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising technologies;
PC--3	Capable of developing, implementing and improving pricing strategies in international markets	PC--3.1 Knows the main strategic and tactical aspects of setting prices in the commodity distribution channel on international markets; PC--3.2 Knows the specifics of pricing tangible and intangible goods on international markets; PC--3.3 Able to develop a pricing strategy taking into account market factors in international markets; PC--3.4 Proficient in tool usage for evaluating the value of a product offer (matching the price to market expectations);
PC--4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC--4.1 Knows the components of the commodity distribution system in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets; PC--4.2 Knows the main forms of the company's entry into the international market; PC--4.3 Able to manage the processes of supply and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;

3. INTERNSHIP IN HIGHER EDUCATION PROGRAMME STRUCTURE

"Research Work" belongs to the mandatory part.

Within the HEOP, students also master disciplines and/or other practices that contribute to achieving the planned learning outcomes upon completion of the "Research Work".

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes as the internship results.

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving managerial and research tasks.		Pre-Degree Internship;
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices.		Pre-Degree Internship;
GPC-5	Able to summarize and critically evaluate scientific research in management and related fields, to carry out research projects.		Pre-Degree Internship;
GPC-6	Able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance.		Pre-Degree Internship;
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.		Pre-Degree Internship;
GC-2	Able to manage a project at all stages of its lifecycle		Pre-Degree Internship;
GC-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-assessment		Pre-Degree Internship;

Competence code	Competence descriptor	Previous courses/modules, internships*	Subsequent courses/modules, internships*
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.		Pre-Degree Internship;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools		Pre-Degree Internship;
PC--2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets		Pre-Degree Internship;
PC--3	Capable of developing, implementing and improving pricing strategies in international markets		Pre-Degree Internship;
PC--4	Capable of developing, implementing and improving the distribution system and sales policy in international markets		Pre-Degree Internship;

* - To be filled in according with the competence matrix of the higher education programme.

4. INTERNSHIP WORKLOAD

The total workload of the "Research Work" is 27 credit units (972 academic hours).

5. INTERNSHIP CONTENTS

*Table 5.1. Internship contents **

Modules	Contents (topics, types of practical activities)			Workload, academic hours
Module 1	Participation in Educational, Scientific, Socio-Political and Cultural Events	1.1	Participation in scientific and scientific-practical conferences and seminars	252
Module 2	Participation in Research Work	2.1	Conducting marketing research within the framework of the research work (R&D) of the department and	396

Modules	Contents (topics, types of practical activities)			Workload, academic hours
	of the Department / Faculty		faculty	
Module 3	Preparation and Writing of the Master's Thesis (Final Qualification Work)	3.1	Defining the topic of the master's thesis; conducting exploratory research	306
Writing an internship report				9
Preparing for defence and defending the internship report				9
TOTAL:				972

*- The content of the internship, structured by sections and types of practical training, is fully reflected in the student's internship report.

6. INTERNSHIP EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

7. INTERNSHIP LOCATION AND TIMELINE

The internship can be conducted either in structural units of RUDN or in Moscow organizations (stationary), or at bases located outside Moscow (field-based).

Conducting practice at an external organization (outside RUDN) is carried out based on the relevant agreement, which specifies the timing, location, and conditions of practice at the host organization.

The timing of the practice corresponds to the period specified in the academic calendar of the HEOP. The timing of the practice may be adjusted with the coordination of the Department of Educational Policy and the Department of Practice Organization and Graduate Employment Assistance at RUDN.

8. УЧЕБНО-МЕТОДИЧЕСКОЕ И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ

Main reading:

1. Zobov, A. M., Chernysheva, A. M. Methodological Recommendations for Writing and Formatting the Final Qualification Work of the Bachelor (38.03.02 Management, Marketing profile) and Master (38.04.02 Management, International Marketing profile). Moscow: RUDN, 2024.

Additional reading:

1. Chernysheva, A. M., Yakubova, T. N. Marketing Research and Situational Analysis: Textbook and Practice Book for Universities. Moscow: Yurait, 2025. 447 p. (Higher Education). ISBN 978-5-534-17919-4. Text: electronic // Yurait Educational Platform. URL: <https://urait.ru/bcode/568761> (accessed: 07.04.2025).

Internet sources

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" www.studentlibrary.ru
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

2. *Databases and search engines:*

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

The training toolkit and guidelines for a student to do an internship, keep an internship diary and write an internship report:*

1. Safety regulations to do the internship (safety awareness briefing).
2. Machinery and principles of operation of technological production equipment used by students during their internship; process flow charts, regulations, etc. (if necessary).
3. Guidelines for keeping an internship diary and writing an internship report.

DEVELOPERS:

Associate Professor

Sergey Yuryevich Chernikov

position, educational department

signature

name and surname.

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