

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ  
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ  
«САМАРСКИЙ НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ ИМЕНИ АКАДЕМИКА С.П. КОРОЛЕВА»

ПРОИЗВОДСТВЕННАЯ  
И ПЕДАГОГИЧЕСКАЯ  
ПРАКТИКИ МАГИСТРОВ

МАГИСТЕРСКАЯ ПРОГРАММА  
«HIGH-TECHNOLOGY  
BUSINESS MANAGEMENT»

PRODUCTION  
AND TEACHING  
PRACTICES FOR  
MASTER'S STUDENTS

MASTER PROGRAM  
IN HIGH-TECHNOLOGY  
BUSINESS  
MANAGEMENT

Рекомендовано редакционно-издательским советом федерального государственного автономного образовательного учреждения высшего образования «Самарский национальный исследовательский университет имени академика С.П. Королева» в качестве методических указаний для студентов Самарского университета, обучающихся по основной образовательной программе высшего образования по направлению подготовки 38.04.02 Менеджмент

Составители: *Е.З. Глазунова (E.Z. Glazunova),  
М.В. Цапенко (M.V. Tsapenko)*

САМАРА  
Издательство Самарского университета  
2018

УДК 338(075)  
ББК 65.290-2я7

Составители: *Е.З. Глазунова, М.В. Цапенко*

Рецензент д-р экон. наук, проф. В. Д. Б о г а т ы р е в

**Производственная и педагогическая практики магистров. Магистерская программа «High-Technology Business Management»** (Production and teaching practices for Master's Students. Master program in High-Technology Business Management): метод. указания / сост.: *Е.З. Глазунова, М.В. Цапенко.* – Самара: Изд-во Самарского университета, 2018. – 12 с.

Методические рекомендации разработаны в соответствии с требованиями Федерального государственного образовательного стандарта высшего образования по направлению подготовки 38.04.02 Менеджмент (уровень магистратуры).

В методических рекомендациях определены цель и задачи производственной практики, представлены содержание и порядок ее прохождения, сформулированы требования к отчету по практике. Рекомендации позволяют обеспечить единство требований к содержанию, качественному оформлению отчетов о прохождении практики.

Методические указания предназначены для студентов института экономики и управления очной формы обучения по направлению подготовки 38.04.02 Менеджмент (уровень магистратуры) – магистерская программа «High-Technology Business Management».

Подготовлено на кафедре менеджмента.

УДК 338(075)  
ББК 65.290-2я7

## CONTENTS

1. General provisions	4
2. Goals and objectives of the practice of master's students	5
3. The content and stages of the practice of master's students	6
4. Approval of the results of the practice of master's students	6
Appendix A	8
Appendix B	9
Appendix C	10

## 1. General Provisions

One of the elements of the educational process for Master's in Management is an production practice that promotes the consolidation and improvement of students' theoretical knowledge, obtained during the training, ability to set goals, analyze the obtained results and draw conclusions, acquisition and development of independent practical work skills. Industrial internship is essential for the implementation of a master's thesis.

Organization of production practice at all stages is aimed at providing the continuity and consistency of students' mastery of skills and abilities of professional activity in accordance with the student's attainment level. Selecting the location of industrial practice and the content of the work are determined by the need to familiarize graduate students with the activity of enterprises, organizations, scientific institutions that carry out work and conduct research under the chosen Master's program.

Choice of assignment and venue of production practice is performed by the scientific director and master's student based on the fact that the theme of a master's thesis meets the present level of economic science and practice development.

The practice program contains a list of tasks that have theoretical, practical, applicative value for the relevant sector of economic knowledge.

The practice takes the form of students' actual work as executors and junior-level managers in various services of managerial apparatus:

- participating in the development and implementation of corporate and competitive strategy of the organization, as well as functional strategies (marketing, finance, human resources, etc.);
- participating in the development and implementation of arrangements of operational character in accordance of organization's strategy;
- planning the activities of the organization and its departments;
- forming organizational and managerial structure of organizations;
- organization of executors' work(executors team) in order to implement certain projects, activities, work;

- developing and implementing the projects aimed at the development of the organization (enterprise, government body or municipal administration);
  - motivating and stimulating the organization staff aimed at achieving strategic and operational objectives;
  - collecting, processing and analyzing the information on the factors of external and internal environment of the organization in order to make management decisions;
  - building an internal informational system of organization for gathering information for the purpose of decision-making, planning and control of activities;
  - performing evaluation of the effectiveness of projects;
  - preparing the reports on the results of the information and analytical activity;
  - performing evaluation of the management decisions effectiveness;
  - developing business-plans for the creation of new business; organization of the entrepreneurship;
- Description of the practice must be executed in written form.

## **2. Goals and objectives of the practice of master's students**

Goals of the practice are to train master's students for the management of organization; collection, analysis and use of information for making management decisions.

During the practice a master's student should gain knowledge, acquire skills to address the following tasks:

- management of organizations, subdivisions, groups(teams) of employees ,projects and networks;
- creation of development strategies of organization and its subdivisions;
- search, analysis and evaluation of the information for preparing and making management decisions;
- analysis of existing forms of management organization;
- development and justification of proposals for their improvement;
- analysis and modeling of management processes.

### **3. The content and stages of the practice of master's students**

During the practice students:

- familiarize with the venue of the practice in order to explore the management system, scales and legal organizational form of the enterprise;
- study the state and the development prospects of the industrial and economic, financial activity;
- study the basic technical and economic indicators of organization's activity over the past 1-4 years;
- analyze the staffing of the enterprise or the structural subdivision;
- make charts that reflect industrial and organizational structure of the enterprise;
- study the structure and content of the actual functions performed by particular structural division of the enterprise, identify the mechanisms of cooperation with other divisions, form proposals for improving the activity of the enterprise / structural division.

The result of the practice is a compilation of the report. In this report master's students provide a qualified analysis of a particular problem, develop a program and propose tools for the problem solving, make certain conclusions about the possibility of practical application of the results.

The practice supervisor can introduce changes and additions depending on the features of the enterprise - internship base. Documents (reports, archives, publications, etc.), both internal and external, as well as data collected through a survey of the enterprise employees (questionnaire, interview) and student's personal observations can serve as sources of information.

The report should reflect master's student's personal functional responsibilities implemented by the master's student in the workplace, practical results achieved in the course of the practice.

The final stage of the practice is the compilation (for example, during last three days) of the results obtained during the entire period of the practice in the form of a final report.

### **4. Approval of the results of the practice of master's students**

After having finished the practice the master's student has to compile an internship report.

In general terms the practice report has to include the following elements:

1. The cover page (Appendix A)
2. The individual assignment on the practice (Appendix B)
3. Time SCHEDULE of the practice (Appendix C)
4. Table of contents.
5. Introduction.
6. List of terms, abbreviations.
7. The description of organization–venue of the practice (the report on the first stage of the practice)
8. Practical results obtained by the student in the course of the individual assignment implementation (the report of the second and subsequent stages of the practice)
9. The results of a scientific research (if it was entrusted to the master’s student during the practice).
10. Conclusion.
11. List of used sources and literature.
12. Appendix.

The results of student’s practice are discussed at the Department. The practice is terminated by the credit. The grade is put on the examination sheet. The master’s student has to submit the report and the review of the practice.

**The Cover page of the Report on the production Practice**

MINISTRY OF EDUCATION AND SCIENCE  
OF THE RUSSIAN FEDERATION

SAMARA NATIONAL RESEARCH UNIVERSITY

Institute of Economics and Management

Department of Management

**Report**

**on Production Practice of Master's Student**

Practice period (dates) \_\_\_\_\_

**Master Program in High-Technology Business Management**

Student of group № \_\_\_\_\_ first name, middle name, last name

Supervisor, degree, position \_\_\_\_\_ first name, middle name, last name

Date of submission \_\_\_\_\_

Date of defense \_\_\_\_\_

Grade / credit \_\_\_\_\_

Samara 2018



**APPENDIX B**

**MINISTRY OF EDUCATION AND SCIENCE  
OF THE RUSSIAN FEDERATION**

**SAMARA NATIONAL RESEARCH UNIVERSITY**

**Institute of Economics and Management**

**Department of Management**

**INDIVIDUAL ASSIGNMENT ON PRODUCTION PRACTICE**

Student \_\_\_\_\_group

Learning Outcomes (according to the curriculum)	Student outcomes from practice	Task Description

Assignment date \_\_\_\_\_

Report submission deadline \_\_\_\_\_

Supervisor, degree, position \_\_\_\_\_ first name, middle name, last name  
(signature)

The task was accepted  
by student of group № \_\_\_\_\_ first name, middle name, last name  
(signature)

**APPENDIX C**

**MINISTRY OF EDUCATION AND SCIENCE  
OF THE RUSSIAN FEDERATION**

**SAMARA NATIONAL RESEARCH UNIVERSITY**

Institute of Economics and Management

Department of Management

**TIME SCHEDULE OF PRODUCTION PRACTICE**

Date (time period)	Task Description	Student outcomes from practice

Supervisor, degree, position \_\_\_\_\_ first name, middle name, last name  
(signature)

Методические материалы

**ПРОИЗВОДСТВЕННАЯ  
И ПЕДАГОГИЧЕСКАЯ  
ПРАКТИКИ МАГИСТРОВ**

**МАГИСТЕРСКАЯ ПРОГРАММА  
«HIGH-TECHNOLOGY BUSINESS  
MANAGEMENT»**

**PRODUCTION  
AND TEACHING PRACTICES  
FOR MASTER'S STUDENTS**

**MASTER PROGRAM  
IN HIGH-TECHNOLOGY  
BUSINESS MANAGEMENT**

*Методические указания*

Составители: *Глазунова Елена Зулфаровна,  
Цапенко Михаил Владимирович*

Редактор А.В. Ярославцева  
Компьютерная вёрстка А.В. Ярославцевой

Подписано в печать 26.04.2018. Формат 60×84 1/16.  
Бумага офсетная. Печ. л. 0,75.  
Тираж 5 экз. Заказ . Арт. – 3(РЗМ)/2018.

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ  
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ  
«САМАРСКИЙ НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ ИМЕНИ АКАДЕМИКА С. П. КОРОЛЕВА»  
443086, САМАРА, МОСКОВСКОЕ ШОССЕ, 34.**

---

Изд-во Самарского университета.  
443086, Самара, Московское шоссе, 34.

