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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Ural State University of Economics

APPROVED
at the meeting of the department

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Protocol № 5

Acting head of department Bannykh S.G.

APPROVED
by the Council for educational and
methodological issues and quality of
education

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Protocol № 6

Chairman

Karkh D.A.

STATE FINAL CERTIFICATION PROGRAMME

Field of study	38.04.02 MANAGEMENT
Profile	International Business (in English)
Form of study	full-time and part-time
Enrollment year	2021

Developed by:
Professor, Doctor of Economics
Alla Ivanovna Matveeva

Yekaterinburg
2021

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INTRODUCTION

State final certification is part of the main professional educational program of higher education - a master's program developed in accordance with the Federal State Educational Standard of Higher Education

FGOS VO	Federal State Educational Standard of Higher Education - Master's degree in the direction of preparation 04/38/02 Management (order of the Ministry of Education and Science of Russia No. 952 dated 08/12/2020)
PS	

1.GOALSSTATETOTALAPPROVALS

Determine the level of preparedness of the graduate for independent professional activity;

Determine the compliance of the results of mastering the master's program by students with the requirements for the results of mastering established by the Federal State Educational Standard.

2.A PLACE OFSTATETOTALAPPROVALS PROGRAM

State final certification refers to the variable part of the curriculum.

3. SCOPE AND STRUCTURE OF THE STATE FINAL CERTIFICATION

Name	Hours			Z. e.
	Total for a semester	Contact work. (according to the academic	Independent work, including the procedure for defending the final qualifying work	
		Total		
Semester 5				
Preparation for the defense procedure and defense of the final qualifying work (Exam)	324	0	324	nine

4. PLANNEDRESULTS

State final certification determines the level of formation of the competencies of graduates.

Code and name of competence	Competence achievement indicators
UK-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	ID-1.UK-1 Know: methods of critical analysis; system approach methodology; methods of identifying a problem situation

UK-1 Able to carry out a critical analysis of problem situations based on a systematic approach, develop an action strategy	ID-2.UK-1 Be able to: identify problem situations, search for information and solutions
	ID-3.UK-1 Have practical experience in developing and arguing a strategy for solving a problem situation based on a systematic approach
UK-2 Able to manage a project at all stages of its life cycle	ID-1.UK-2 Know: the principles of the design task formation within the framework of the designated problem; basic requirements for project work and criteria for assessing the results of project activities
	ID-2.UK-2 Be able to: develop a plan for the implementation of the project, taking into account the possible risks of implementation and the possibilities of their elimination; plan necessary resources
	ID-3.UK-2 Have practical experience in monitoring the progress of the project; correction of deviations; making changes to the project implementation plan
UK-3 Able to organize and manage the work of a team, developing a team strategy to achieve the set goal	ID-1.UK-3 Know: teamwork strategies; ways and methods of selecting team members to achieve the goal
	ID-2.UK-3 Be able to: organize and adjust the work of a team, including on the basis of collegial decisions
	ID-3.UK-3 Have practical experience in organizing and managing team interaction in solving set goals; experience in overcoming emerging
UK-4 Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction	ID-1.UK-4 Know: modern communication technologies; business written communication standards; principles of drawing up standard business documents for academic and professional purposes in Russian and foreign languages

UK-4 Able to use modern communication technologies, including in foreign language (s), for academic and professional interaction	ID-2.UK-4 Be able to: establish contacts and organize communication in accordance with the needs of joint activities; draw up business documentation in accordance with the norms of the Russian language
	ID-3.UK-4 Have practical experience in presenting the results of research and project activities at various public events; participation in academic and professional discussions in a foreign language
UK-5 Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	ID-1.UK-5 Know: the basics of social interaction aimed at solving professional problems; mechanisms of intercultural interaction in society
	ID-2.UK-5 Be able to: present professional information in the process of intercultural interaction; analyze the features of social interaction, taking into account national, ethnocultural characteristics
	ID-3.UK-5 Have practical experience in organizing interaction in a professional environment, taking into account national and ethnocultural characteristics; intercultural skills taking into account the diversity of cultures
UK-6 Able to determine and implement the priorities of his own activities and ways to improve it based on self-esteem	ID-1.UK-6 Know: theoretical and methodological foundations of self-development, self-realization, use of creative potential; the basics of planning a professional trajectory; technologies and methods of self-assessment
	ID-2.UK-6 Be able to: determine the priorities of professional activity and ways to improve it on the basis of self-assessment; develop, control, evaluate and research the components of professional activity; plan independent activities in solving professional problems
	ID-3.UK-6 Have practical experience in determining the effective direction of action in the field of professional activity; making decisions at the level of their own professional activities; planning your own professional activities

General professional competences (GIC)

Code and name of competence	Competence achievement indicators
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<p>OPK-1 Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices;</p>	<p>ID-1.OPK-1 Know methods for solving professional problems at an advanced level in the field of economic, organizational and management theory</p>
	<p>ID-2.OPK-1 Be able to apply innovative approaches to solving economic, organizational and management problems</p>
	<p>ID-3.OPK-1 Have practical experience in generalizing and critical analysis of management practices in the direction of management</p>
<p>OPK-2 Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems;</p>	<p>ID-1.OPK-2 To know modern techniques and methods of data collection, advanced methods of their processing and analysis</p>

<p>OPK-2 Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems;</p>	<p>ID-2.OPK-2 Be able to use intelligent information and analytical systems in solving managerial and research problems</p>
<p>OPK-3 Able to independently make substantiated organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>ID-3.OPK-2 Have practical experience in the application of database management systems in the field of economics and management</p>
<p>OPK-3 Able to independently make substantiated organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>ID-1.OPK-3 Know the methods of making informed organizational and managerial decisions</p>
<p>OPK-3 Able to independently make substantiated organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>ID-2.OPK-3 Be able to assess the operational and organizational effectiveness and social significance of organizational and managerial decisions</p>

<p>OPK-3 Able to independently make substantiated organizational and managerial decisions, assess their operational and organizational effectiveness, social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment;</p>	<p>ID-3.OPK-3 Have practical experience in the implementation of organizational and managerial decisions in a complex (including cross-cultural) dynamic environment</p>
<p>OPK-4 Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for creating and developing innovative areas of activity and the corresponding business models of organizations;</p>	<p>ID-1.OPK-4 Know modern methods, technologies and tools for managing project and process activities in the organization of project and process activities in the organization</p> <p>ID-2.OPK-4 Be able to use modern management practices, leadership and communication skills in process and project activities</p>

<p>OPK-4 Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for creating and developing innovative areas of activity and the corresponding business models of organizations;</p>	<p>ID-3.OPK-4 Have practical experience in identifying and assessing new market opportunities, developing a strategy for the creation and development of innovative areas of activity and the corresponding business models of the organization</p>
<p>OPK-5 Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects.</p>	<p>ID-1.OPK-5 Know the methods, technologies and tools for generalization and critical assessment of the results of scientific research in management and economics</p>
	<p>ID-2.OPK-5 To be able to organize the work of creative teams to carry out research work</p>
	<p>ID-3.OPK-5 Have practical experience in activating the activities of team members carrying out research projects</p>

Professional competencies (PC)

Code and name of competence	Competence achievement indicators
organizational and managerial	

<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>ID-1.PK-1 To know:</p> <ul style="list-style-type: none"> Normative legal acts regulating foreign economic activity International agreements in the field of standards and requirements for products Normative legal acts regulating state support of foreign economic activity Types, forms and instruments of state support for foreign economic activity Rules for the preparation of documentation for a foreign trade contract The order of document flow in the organization Conditions of a foreign trade contract Marketing and pricing features Business Ethics and Negotiation Rules English (threshold advanced level B2) Basics of economic theory Fundamentals of the labor legislation of the Russian Federation Administrative document flow rules The procedure for drawing up the established reporting Fire safety rules Labor protection requirements <hr/> <p>ID-2.PK-1 Be able to:</p> <ul style="list-style-type: none"> Use computing, copying, auxiliary equipment and various types of telecommunications Formulate and distribute tasks between employees of a department in an organization Communicate with potential partners using modern means of communication Conduct business correspondence with foreign partners Evaluate the effectiveness and compliance of the documentation of commercial proposals, requests of participants in foreign economic activity Identify the interests of potential partners to form individual proposals To generalize and systematize the requirements of the legislation of the Russian Federation and the requirements of international agreements and treaties for foreign economic activity Summarize and systematize information about the directions of the organization
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<p>PC-1 Preparation and execution of foreign economic transactions</p>	<p>ID-3.PK-1 Have practical experience:</p> <ul style="list-style-type: none"> Planning and setting tasks for employees of a department in an organization Obtaining and analyzing information on the implementation of foreign trade contracts Ensuring internal interaction between the specialized specialists of the organization on the terms of cooperation with potential partners for the conclusion and (or) maintenance of a foreign trade contract Determination of the circle of participants in the implementation of a foreign trade contract Interaction with specialized specialists of the organization and third-party organizations in order to check the reliability of potential partners for the conclusion of a foreign trade contract Processing of the received data, information and documents about potential partners for the conclusion of a foreign trade contract Conducting a final analysis of the proposals of potential partners on the terms of cooperation for the conclusion of a foreign trade contract Selection of potential partners for the conclusion of a foreign trade contract Ensuring coordination of the draft foreign trade contract in the organization and with the counterparty Ensuring the procedure for signing a foreign trade contract with a counterparty Monitoring changes in the requirements of the legislation of the Russian Federation for foreign economic activity and changes in the requirements of international agreements and treaties Compilation of a list and monitoring of changes in measures of state support for foreign economic activity
<p>PC-2 Assessment of the effectiveness of foreign economic transactions</p>	<p>ID-1.PK-2 Know:</p> <ul style="list-style-type: none"> Methods and foundations of system analysis of foreign economic information Fundamentals of risk management in foreign economic activity Business planning basics Conditions of a foreign trade contract Marketing and pricing features English (threshold advanced level B2) Basics of economic theory <u>The procedure for drawing up the established reporting</u> <p>ID-2.PK-2 Be able to:</p> <ul style="list-style-type: none"> Interact with departments of the organization to identify the overall development strategy of the organization Work with information systems and databases on foreign economic activity Assess the export potential of the organization, the organization's import needs Prepare proposals on the priorities of the organization's foreign economic activity Calculate financial indicators of the effectiveness of the organization's foreign economic activity Prepare proposals (reports) on the development of foreign economic activity of the organization

<p>PC-2 Assessment of the effectiveness of foreign economic transactions</p>	<p>ID-3.PK-2 Have practical experience: Assessing the possibility of an organization receiving state support for foreign economic activity Preparation of proposals on the feasibility of obtaining state support for foreign economic activity Assessment of the organization's export potential, the organization's import needs Preparation of proposals on the priorities of the organization's foreign economic activity Evaluating the effectiveness of the organization's foreign economic activity Analyzing the results of the organization's foreign economic activity Preparation of proposals for the development of foreign economic activity of the organization</p>
<p>PC-3 Planning of foreign economic activity of the organization</p>	<p>ID-1.PK-3 Know: Normative legal acts regulating foreign economic activity International agreements in the field of standards and requirements for products Normative legal acts regulating state support of foreign economic activity Types, forms and instruments of state support for foreign economic activity Methods and foundations of system analysis of foreign economic information Rules for the preparation of documentation for a foreign trade contract The order of document flow in the organization Fundamentals of risk management in foreign economic activity Business planning basics Conditions of a foreign trade contract Marketing and pricing features Business Ethics and Negotiation Rules English (threshold advanced level B2) Basics of economic theory Fundamentals of the labor legislation of the Russian Federation Administrative document flow rules The procedure for drawing up the established reporting Fire safety rules Labor protection requirements</p> <p>ID-2.PK-3 Be able to: Use computing, copying, auxiliary equipment and various types of telecommunications Summarize and systematize information on the objectives of the organization in the field of foreign economic activity Develop strategic and current plans for the organization's foreign economic activity Summarize and systematize information about the directions of the organization</p>

PC-3 Planning of foreign economic activity of the organization	<p>ID-3.PK-3 Have practical experience (labor actions):</p> <ul style="list-style-type: none"> Preparation of a draft plan of foreign economic activity, taking into account the priorities of the organization's foreign economic activity Presentation of the organization's foreign economic activity plan Making, if necessary, additions and changes to the plan of foreign economic activity of the organization Coordination and presentation in the organization of the final plan of foreign economic activity
PC-4 Implementation of the strategy and control over the implementation of the foreign economic activity plan of the organization	<p>ID-1.PK-4 Know:</p> <ul style="list-style-type: none"> Normative legal acts regulating foreign economic activity International agreements in the field of standards and requirements for products Normative legal acts regulating state support of foreign economic activity Business planning basics Administrative document flow rules
	<p>ID-2.PK-4 Be able to:</p> <ul style="list-style-type: none"> Determine the priorities and key factors for the development of the organization's foreign economic activity Interact with departments of the organization to identify the overall development strategy of the organization Coordinate the actions of the organization's employees involved in the implementation of the foreign economic activity plan Manage the organization's resources to implement the foreign economic activity plan
	<p>ID-3.PK-4 Have practical experience:</p> <ul style="list-style-type: none"> Determination of areas of responsibility in the organization for the implementation of the foreign economic activity plan of the organization Monitoring the implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan Monitoring deviations from implementation, achievement of intermediate goals and results of the organization's foreign economic activity plan Preparing proposals for adjusting the organization's foreign economic activity plan

5.ORDERPERFORMANCEHIGH SCHOOL GRADUATIONQUALIFICATIONWORKANDPREPARATIONSHERTOPROTECT

The procedure for performing the final qualifying work and preparing it for defense is defined in the characteristics of the OBOP in the individual plan of the student's research work and is established by the regulation on the procedure for conducting state final certification for educational programs of higher education - bachelor's and master's programs (hereinafter referred to as the Procedure). The procedure is posted in the EIOS and on the university website <https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

The characteristics of OBOP are posted in the portfolio, in the EIOS and on the university website (in the section "Information about the educational organization / Education" <https://www.usue.ru/sveden/education/>)

Stages	Stage content	Deadlines	Performers
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		Full-time / Part-time / Extramural forms of education	
Stage 1 preparatory	Approval of the list of topics for final qualifying works offered to students	before the start of the program actualization no later than 6 months before the start of the GIA.	Graduating department
Stage 2 introductory	Familiarization of students with the list of topics of final qualifying works offered to students	Within 1 month after enrollment In accordance with the individual plan of the student's research work	The list is posted in EIOS and on the university website https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot
	Selection and approval of the theme of the WRC Securing the leaders of the WRC		Graduating department. Confirmed by order of the director of the institute
	Development and approval of an individual research plan		Head of the student for the master's program (hereinafter - the scientific supervisor)
Stage 3 writing FQP for students, conducting individual consultations with the student	Annex 1	In accordance with the individual plan of the student's research work	Learner Scientific advisor (head of practice)
Stage 4 Admission to FQP protection	A student who does not have academic debt and who has fully completed the curriculum or individual curriculum is admitted to the state final certification	In accordance with the schedule of the educational process, the distribution of graduates for the defense of the FQP by dates is made by the secretary of the SEC, approved by the director of the institute 3 days before the date of defense.	Institute Director Order of the director of the institute

	Approval of the schedule for the defense of the WRC, indicating the dates, times and places of the defense of the WRC	Not later than 30 calendar days before the day of the defense of the WRC	Order of the director of the institute the schedule is brought to the attention of students, chairmen and members of the GEC and AC, secretaries of the GEC, heads and consultants of the WRC by posting in EIOS and on the official website of the university, in the section schedule https://www.usue.ru/raspisanie /
Stage 5 Preparation for the defense of the WRC	Clarifications and additions on WRC topics, managers, reviewers, consultants.	it is allowed to deposit no later than 10 days before the start of the GIA	Graduating department. All clarifications and additions are approved by making changes to the order on the approval of FQP themes Based on the student's statement and the memo of the head of the department with justification of the reasons.
	Checking FQP in the "Antiplagiat.VUZ" system	When submitting an FQP to a scientific advisor	Learner supervisor Head of the WRC
	Approval of reviewers from among persons who are specialists in the subject of FQP and who are not employees of the university	Not later than 1 month before the date of its WRC defense.	Graduating department. Approved by the order of the director of the institute
	Submission of the FQP to the manager for obtaining feedback	no later than 17 calendar days before the start of the defense	Learner
	Submission of the FQP to the reviewer to obtain a review	no later than 12 calendar days before the defense.	Learner

	Registration of annotations and permission for posting work in the university's electronic library system	Not later than 3 days before the WRC protection procedure	Learner
	Familiarization of the student with the feedback and review	not later than 5 calendar days before the defense of the FQP.	Head of the Department Scientific adviser Head of FQP
	Provision to the secretary of the SEC: - FQP; - Feedback from the head; - Reviews for the WRC.	no later than 2 calendar days before the defense of the WRC	Learner supervisor Head of the WRC
6 stage WRC protection	WRC protection	Scheduled	Learner SAC members

Persons who have successfully passed the state final attestation are issued, in accordance with the established procedure, documents on education and qualifications.

Persons who have not passed the state final attestation or who have received unsatisfactory results at the state final attestation are issued a certificate of training or a training period according to the model independently established by the organization.

6. DESCRIPTIONS SCALE EVALUATIONS

Criteria for assessing the content, quality of preparation and defense of the final qualifying work for OBOP - master's programs

Criteria for evaluation	Indicator	Grade
The relevance of the chosen topic, the validity of the significance of the problem for the object of research	The work clearly substantiates the relevance of the FQP topic from the point of view of the significance of the research problem. The wording is accurate and well-reasoned	Great
	The work does not fully substantiate the relevance of the FQP topic and the significance of the research problem. Certain wordings are allowed.	OK
	The relevance of the FQP topic is not precisely substantiated. The significance of the research problem is formulated in fragments.	satisfactorily
	The urgency of the problem is not substantiated in the	unsatisfactory

Scientific novelty of the research, its theoretical and practical significance	The elements of scientific novelty are clearly formulated. The paper substantiates the theoretical significance of the research, reflects its connection with the tasks of professional activity. The work contains recommendations for using the results of the study in practice.	Great
	The elements of scientific novelty are formulated. The work does not clearly substantiate the theoretical significance of the research; it reflects the connection between the research and the tasks of professional activity. The work contains elements of recommendations for using the results of the study in practice.	OK
	The work does not substantiate the theoretical significance of the research, the connection between the research and the tasks of professional activity is not clearly defined. The practical orientation of the work is poorly expressed.	satisfactorily
	The work does not clearly define the elements of scientific novelty. There is no practical focus.	unsatisfactory
Theoretical and practical significance of the research	The paper substantiates the theoretical significance of the research, reflects its connection with the tasks of professional activity. The work contains recommendations for using the results of the study in practice.	Great
	The work does not clearly substantiate the theoretical significance of the research; it reflects the connection between the research and the tasks of professional activity. The work contains elements of recommendations for using the results of the study in practice.	OK
	The work does not substantiate the theoretical significance of the research, the connection between the research and the tasks of professional activity is not clearly defined.	satisfactorily
	The issues of practical application and implementation of research results into practice are not reflected; inability to analyze scientific sources, draw the necessary conclusions.	unsatisfactory
Review of sources on the research problem, use of information databases	A comprehensive review of scientific, Russian and foreign sources has been carried out. Uses literary sources correctly. The work contains material from a foreign source, independently translated by the student. The data of information databases, regulatory legal acts, statistical data, data of organizations were used.	Great

	A review of scientific, Russian and foreign sources is carried out. The work contains links to the material of translations of a foreign source by Russian scientists. The data of publicly available information databases, regulatory legal acts were used. Organizations' data are not used.	OK
	A review of scientific, Russian and foreign sources is carried out. The work contains links to material from a foreign source, which is cited in the works of Russian scientists used in the WRC. There are errors in the application of information databases, regulatory legal acts. Organizations' data are not used.	satisfactorily
	There are no sources in a foreign language. There is no material for work using information databases.	unsatisfactory
Clarity of the formulation of the goal and objectives of the study, methodological literacy	The purpose and objectives of the study are correctly formulated, the structure of the work is fully consistent with them. The necessary research methods are correctly selected and applied.	Great
	The goal and objectives are well formulated, the structure of the work basically corresponds to them. There are minor errors in the choice and / or application of research methods.	OK
	The goal and objectives are not formulated clearly enough, are weakly related to the structure of work. There are gross errors in the choice and / or application of research methods.	satisfactorily
	The research apparatus is not well thought out or its description is missing; the goal and objectives are not formulated.	unsatisfactory
The consistency of the presentation of the material. The presence of reasoned conclusions based on the results of the work, their compliance with the target settings	The work has a clear structure, internal unity and compositional integrity, a logical sequence of presentation of the material. Reasoned conclusions were made based on the results of the work, they correspond to the target settings.	Great
	The material is presented logically and consistently, but there are flaws in the structure of the work. Conclusions are made based on the results of the work, but they are not always reasoned. The conclusions are mostly in line with the targets.	OK
	There is no inner unity in the work, there are violations in the logic and sequence of presentation of the material. Conclusions are superficial and do not always correspond to the targets.	satisfactorily

	There is no inner unity in the work, the material is not structured. There are no conclusions.	unsatisfactory
Availability of substantiated proposals for improving the organization's activities, presentation of your vision of the prospects for further research of the problem	The work contains independently formulated proposals for improving activities in the organization, there are justifications, and ways of further research of the topic are outlined. (The presence of an act of introduction is possible)	Great
	The work formulates proposals for improving the organization's activities, however, the justifications are not performed correctly enough. The vision of the prospects for further research is not structured.	OK
	Recommendations for improving the organization's activities are formal in nature. There is no vision of the prospects for further research.	satisfactorily
	The work is not of an independent research nature; does not contain analysis and practical analysis of the activities of the research object; has no conclusions and recommendations.	unsatisfactory
Language and stylistic literacy	High level of linguistic and stylistic literacy. There are no speech and spelling errors in the work. The author is fluent in the business style of speech.	Great
	Some stylistic and speech errors were made in the work, while the author has a good command of the business style of speech.	OK
	Insufficient knowledge of the business style of speech. There are various kinds of errors in the work; typos are not completely corrected.	satisfactorily
	There are gross mistakes in the work; typos not corrected	unsatisfactory
The quality of work design	The work is framed in accordance with all the requirements for an FQP.	Great
	There are minor design flaws.	OK
	There are many design flaws.	satisfactorily

	The work has the form of a compilation from a few sources without making references to them or the work is completely borrowed, the design does not meet the requirements for FQP; superficial acquaintance with special literature; minimum bibliographic list.	unsatisfactory
Availability of publications on the topic of research and speaking at conferences	There are two or more publications of the author on the problem of research in leading domestic and (or) foreign peer-reviewed scientific journals and publications, as well as participation in national and international conferences, including articles published in the journals of the Higher Attestation Commission, WebofScience, or Scopus.	Great
	There are two publications of the author on the problem of research in leading domestic and (or) foreign peer-reviewed scientific journals and publications, as well as participation in national and international conferences.	OK
	There is one author's publication on the problem of research in leading domestic and (or) foreign peer-reviewed scientific journals and publications, as well as participation in national and international conferences.	satisfactorily
	There is no publication of the author on the problem of research in leading domestic and (or) foreign peer-reviewed scientific journals and publications; the author did not participate in national and international conferences.	unsatisfactory

Level of competence formation

Level of competence formation	Indicators
The author shows a high level of competence formation	Ability to analyze theoretical studies and regulatory legal acts and, on their basis, draw the necessary conclusions, conclusions, projects, proposals, recommendations.
	The work used sources in a foreign language.
	The author tested the results in practice and at scientific and practical conferences at the international, all-Russian and regional levels in his reports.
	Ability to develop, implement, evaluate and adjust technological or methodological solutions, processes that are of practical importance.
The author shows a low level of formation	The ability to analyze theoretical studies and regulatory legal acts and, on their basis, draw the necessary conclusions, conclusions, proposals, recommendations, has not been formed.

competencies	The work did not use sources in a foreign language.
	The author did not test the results in practice and at scientific and practical conferences at the international, all-Russian and regional levels in his reports (theses).
	The ability to develop, implement, evaluate and correct technological or methodological solutions and processes has not been formed.

7. REQUIREMENTS TO CONTENTS HIGH SCHOOL GRADUATION QUALIFICATION WORK

The final qualifying work is a work performed by a student (several students together), demonstrating the level of preparedness of a graduate for independent professional activity.

Appendix 2. Guidelines for the content of the final qualifying work.

Appendix 3. List of topics for final qualifying works.

eight. REQUIREMENTS TO REGISTRATION HIGH SCHOOL GRADUATION QUALIFICATION WORK

Requirements to registration high school graduation qualification work foreseen local act university, hosted v portfolio, EIOS and on website university <http://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

nine. PECULIARITIES PROTECTION HIGH SCHOOL GRADUATION QUALIFICATION WORK FOR PERSONS WITH LIMITED OPPORTUNITIES

For learners from the numbers disabled state the final attestation held organization with taking into account features their psychophysical development, their individual opportunities and fortunes health (Further individual peculiarities).

At holding state final appraisals provided observance following common requirements:

holding state final appraisals for disabled v one audience jointly with learners not being disabled people, if this is not creates difficulties for disabled and other learners at passing state final certification;

presence v audience assistant (assistants), providing learners disabled necessary technical help with taking into account their individual features (take working a place, move, to read and arrange exercise, communicate with chairman and members of state examination commission);

use necessary learners disabled technical by means at passing state final appraisals with taking into account their individual features;

security possibilities unimpeded access learners disabled v audience, toilet and other premises, also their stay v of these premises (Availability ramps, handrails, expanded door openings, elevators, at absence elevators audiences should settle down on first floor, Availability special arm chairs and others devices).

Everything local normative act organization on questions holding state final appraisals are brought before intelligence learners disabled v accessible for them form.

By written a

statement learner disabled durations surrender learners disabled state attestation trials may be to be increased on attitude To established duration his delivery:

duration performances, learner at protection high graduation qualification work - not more how on 15 minutes.

school

Dependencies from individual features, learners with limited opportunities health organization provides performance following requirements at holding state attestation tests:

a) for blind: tasks and other materials for surrender state attestation trials are issued relief-point font Braille or the form electronic document, accessible with help computer with specialized programmatic providing for blind, or read out assistant; written tasks are carried out learner on paper relief-point font Braille or on computer with specialized programmatic providing for blind, or dictated assistant; at the need learners provided set written accessories and paper for letters relief-point font Braille, a computer with specialized programmatic providing for the blind;

b) for visually impaired: tasks and other materials for surrender state attestation trials are issued increased font; provided individual uniform lighting not less 300 lux; at the need learners provided a augmenting device, allowed use increasing devices, available at students;

v) for deaf and hearing impaired with heavy violations speech: provided Availability sound reinforcement apparatus collective use, at the need learners provided sound reinforcement equipment individual use; on their desire state attestation trials are held in written form; G) for persons with violations musculoskeletal apparatus (heavy violations motor functions upper limbs or lack of upper limbs): written tasks are carried out learner on computer with specialized programmatic providing or dictated assistant; on their desire state attestation trials are held in oral form.

Learner disabled

person not later than 3 months before start holding state final appraisal submits written statement on the need for special conditions at holding state attestation trials with indication of individual features. To a statement attached the documents, confirming Availability at learner individual features (at absence of these documents or organizations).

Va

statement learner indicates on need (absence necessary) presence assistant on state attestation test, need (absence necessary) increased duration surrender state attestation trial on attitude To established duration (for of each state attestation tests).

ten. APPEAL

By results state attestation trials learner has right to appeal.

Learner submits appeal commission written appeal. Violation, on his opinion established procedures protection WRC.

Order filing appeal foreseen local act university, hosted on EIOS and on website university

<https://www.usue.ru/studentam/perechen-tem-vypusknyh-kvalifikacionnyh-rabot/>

**eleven.SCROLLBASICANDADDITIONALEducationalANDScientificLiterature,
NECESSARYFORPREPARATIONSHIGH SCHOOL
GRADUATIONQUALIFICATIONWORK**

SitelibrariesUSUE

<http://lib.usue.ru/>

Main literature:

1. Golubkov EP Marketing for professionals: a practical course. [Electronic resource]: textbook and workshop for undergraduate and graduate programs: for university students studying in economic areas and specialties. - Moscow: Yurait, 2019 .-- 474 - Access mode: <https://urait.ru/bcode/426253>
2. Pashkus N. A., Pashkus V. Yu. Strategic marketing. [Electronic resource]: textbook and workshop for undergraduate and graduate programs: for university students studying in economic areas. - Moscow: Yurait, 2019 .-- 225 - Access mode: <https://urait.ru/bcode/433821>
3. Zhiltsova ON, Arsky AA, Zhiltsov DA, Karpova SV, Sinyaev VV, Sinyaeva IM Strategic marketing for masters. [Electronic resource]: textbook. - Moscow: University textbook: INFRA-M, 2016 .-- 354 - Access mode: <https://znanium.com/catalog/product/505690>
4. Kuzmina OG Brand management. [Electronic resource]: Textbook. - Moscow: RIO Publishing Center, 2020. - 176 - Access mode: <https://znanium.com/catalog/product/989798>
5. Drobysheva L.A. Economics, marketing, management. [Electronic resource]: Textbook. - Moscow: Publishing and Trade Corporation "Dashkov and K", 2019. - 150 - Access mode: <https://znanium.com/catalog/product/1093460>
6. Timokhina GS Marketing management. [Electronic resource]: tutorial. - Yekaterinburg: USUE Publishing House, 2019 .-- 200 - Access mode: <http://lib.usue.ru/resource/limit/ump/19/p492523.pdf>
7. Lipsits I. V., Oiner O. K., Zazdravnykh A. V., Kazakov S. P., Koro N., Latyshova L. S., Panteleeva E. K., Polynskaya G. A. Marketing management .: textbook and workshop for undergraduate and graduate programs: for university students studying in economic areas and specialties. - Moscow: Yurait, 2017 .-- 378

Additional literature:

1. Grigoriev MN Marketing. [Electronic resource]: Textbook for universities. - Moscow: Yurait, 2020 .-- 559 - Access mode: <https://urait.ru/bcode/449789>
2. Karpova S. V., Azarova S. P., Arskiy A. A., Balova S. L., Bykova M. K., Zhiltsova O. N., Zakharenko I. K., Kozlova N. P., Kolesnikova O.V., Komarov V.M., Merkulina I.A., Panyukova V.V., Polyakov V.A., Rozhkov I.V., Titova L.G., Tyurin D.V., Turbanov K Yu. Innovative marketing. [Electronic resource]: Textbook for universities. - Moscow: Yurait, 2020 .-- 474 - Access mode: <https://urait.ru/bcode/457376>
3. Kalyuzhnova N. Ya., Koshurnikova Yu. E. Modern models of marketing. [Electronic resource]: Textbook for universities. - Moscow: Yurait, 2020 .-- 170 - Access mode: <https://urait.ru/bcode/454161>
4. Oiner OK Management of the effectiveness of marketing. [Electronic resource]: Textbook and workshop for universities. - Moscow: Yurait, 2020 .-- 350 - Access mode: <https://urait.ru/bcode/449862>
5. Agababaev M. S., Zhadko E. A., Nesterova Z. V., Sysoeva T. L. Brand management. [Electronic resource]: tutorial. - Yekaterinburg: USUE Publishing House, 2020. - 139 - Access mode: <http://lib.usue.ru/resource/limit/ump/20/p493239.pdf>

**12.SCROLLINFORMATIONTECHNOLOGIES,INCLUDINGSCROLLLICENSESOFTWARE
SUPPORTANDINFORMATIONREFERENCESYSTEMS,ONLINECOURSES,WE
USEATPREPARATIONANDPROTECTHIGH SCHOOL
GRADUATIONQUALIFICATIONWORK**

List of licensed software:

Microsoft Windows ten. The contract No.52/223-PO /
2020 from 04/13/2020, Act No. Tr000523459 from 10/14/2020. Term actions licenses 30.09.2023.

AstraLinuxCommonEdition.ContractNo.1from13june2018,Actfrom17December2018.Termaction
slicenses-withoutrestrictionterm.

MicrosoftOffice2016 AgreementNo.52/223-PO /
2020from04/13/2020,ActNo.Tr000523459from10/14/2020Termactionslicenses30.09.2023.

My
officestandard.AgreementNo.SK-281from7june2017.dateconclusions-07.06.2017.Termactionslicenses-wi

The list of information reference systems, resources of the information and telecommunication network "Internet":

Reference and
legalsystemGuarantee.ContractNo.58419from22December2015.Termactionslicenses-withoutrestrictionste
rm

Reference and legalsystemConsultant+.ContractNo.163/223-U /
2020from12/14/2020.Termactionslicensesbefore12/31/2021

**13.DESRIPTIONMATERIAL AND
TECHNICALBASES,NECESSARYFORPREPARATIONSANDPROTECTIONHIGH SCHOOL**

PreparationandprotectionWRCcarried
outwithusinglogisticalbaseUSUE,basespractitioner(practicalpreparation),providingimplementationresearc
handindependentworkstudents:

Specialpremisespresentby
myselfeducationalaudienceforholdinggroupandindividualconsultationsandpreparationandprotectionWRC.

Premisesforresearchandindependentworklearnersequipped
withcomputertechniquewithopportunityconnectivityTothe
network"Internet"andprovidingaccessvelectronicinformation and educationalWednesdayUSUE.

Everythingpremisesstaffedspecializedfurnitureandequipped withmultimediaequipmentspecial
equipment(information and telecommunication,othercomputer),accessToinformation retrieval,legal
referencesystemselectroniclibrarysystemsbasesdatathe
currentlegislation,otherinformationresourcesemployeesforrepresentationeducationalinformationbigaudien
ce.

ForholdingprotectionWRCforeseenpossibilityuseanddemonstrationseducational
visualbenefits,thematicillustrations,presentations,vvolumenumber ofwithopportunityconnectivityTothe
network"Internet"andaccessvEIOSUSUE.