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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN  
FEDERATION

FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF  
HIGHER EDUCATION

"MOSCOW POLYTECHNIC UNIVERSITY"  
(MOSCOW POLYTECHNIC UNIVERSITY)

Faculty of Economics and Management



**OPERATIONAL PROGRAM OF THE  
program of the state final certification**

**Preparation for the defense procedure and defense of the final qualifying work  
Direction of training/specialty**

**42.04.01**

**Profile/specialization**

**Innovative Marketing in Advertizing**

Qualification

master

Forms of study

part-time

**Moscow, 2021**

## **SECTION 1. GENERAL PROVISIONS**

The state final certification (hereinafter referred to as GIA) of students completing their studies under the educational program (hereinafter referred to as OP) of master's degree training is aimed at establishing the compliance of the level of professional training of graduates with the cumulative expected result of education in the OP, the requirements of the Federal State Educational Standard of Higher Education (hereinafter referred to as the Federal State Educational Standard of Higher Education) in the relevant direction/specialty and Professional Standard " "Specialist in innovative marketing and advertising".

In accordance with the legislation of the Russian Federation in the field of higher education, the requirements of the Federal State Educational Standard of Higher Education and the decision of the Academic Council of the Institute, the state final certification test of graduates of Moscow Polytechnic University completing their Master's degree training is preparation for the defense procedure and defense of the final qualifying work (hereinafter WRC).

Students who have fully completed the curriculum are admitted to the GIA.

Control over the preparation, organization and conduct of the GIA is carried out by the chairman of the state examination commission, the dean of the faculty and the head of the graduating department.

The purpose of the master's degree program in the direction of training 42.04.01 Advertising and public Relations, the profile "Innovative marketing in advertising" is to form and develop students' personal and professional qualities that allow them to meet the requirements of the Federal State Educational Standard, taking into account the peculiarities of the University's scientific and educational school and the current needs of the labor market for personnel with higher education in accordance with the direction of training.

During the development of the master's degree program, the requirements for the results of its development in the form of universal, general professional and professional competencies of graduates were formed.

The master's degree program in the field of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is carried out in full-time and correspondence form.

When implementing the Master's degree program, the University uses e-learning, distance learning technologies. All materials are posted on the SDO platform of the Moscow Polytechnic University ([https://online.mospolytech.ru /](https://online.mospolytech.ru/)).

### **1.1. Goals and objectives**

The purpose of preparing and defending the final qualifying work is to determine the level of preparation of graduates for independent work and mastering the methodology of conducting research in solving professional problems, as well as demonstrating the theoretical knowledge, practical skills and generalization of practical experience in solving professional problems.

The objectives of the GIA is to confirm by graduates the level of consolidation and systematization of knowledge acquired by students over the entire period of study in accordance with the requirements of the Federal State Educational Standard of Higher Education.

## 1.2. Characteristics of the graduate's professional activity

1.2.1 The field(s) of professional activity and the sphere(s) of professional activity in which graduates who have mastered the educational program can carry out professional activities include:

The field of professional activity of graduates who have mastered the OP IN includes: a specialist in public relations and advertising).

## 1.2.2. Objects of professional activity of graduates or area(s) of knowledge:

Principles and technologies of managing the results of intellectual activity; behavior of economic agents, business models of organizations using innovations, their costs and results, functioning intellectual property markets, financial and information flows, production and research processes, regulatory and methodological documents of the financial sphere in the field of IPO, contracts on information support of investment programs and activities, issues of evaluation and commercialization of the results of intellectual activity.

Organizational and managerial processes of managing the results of intellectual activity in organizations and their divisions of various types of economic activity

## **SECTION 2. PLACE OF THE STATE FINAL ATTESTATIONS IN THE STRUCTURE OF THE EDUCATIONAL PROGRAM**

The state final attestation (preparation for the defense procedure and defense of the WRC) refers to block 3 "State final attestation" of the mandatory part of the educational program in the direction of master's degree training.

The use of e-learning, distance learning technologies ensures the formation of digital competencies among students.

E-learning, distance learning technologies used in the education of disabled people and persons with disabilities (hereinafter referred to as disabled people and persons with disabilities), provide for the possibility of receiving and transmitting information in forms accessible to them.

The implementation of the master's degree program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" using the online form is not carried out.

Educational activities under the Master's degree program in the direction of training 42.04.01 Advertising and public Relations, the profile "Innovative marketing

in advertising" is carried out in English (Order of the Moscow Polytechnic University of February 04, 2020 No. 180-OD "On amendments and additions to the Order of 31.08.2017 No. 843-OD "On the introduction normative documents on the organization of educational activities, planning of the educational process and educational and methodological work at the Moscow Polytechnic University").

The term of education under the master's degree program in the direction of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" (regardless of the educational technologies used) in full-time and part-time education, including vacations provided after passing the state final certification, is 2 years 6 months.

When studying according to an individual curriculum of disabled people and persons with disabilities, the term of education may be extended by no more than 6 months at their request.

The volume of the master's degree program in the field of training 42.04.01 Advertising and public relations, the profile "Innovative marketing in advertising" is 120 cu. regardless of the form of training, the educational technologies used, the implementation of the master's degree program according to an individual curriculum.

The volume of the master's degree program implemented in one academic year is no more than 70 cu. regardless of the form of study, the educational technologies used, the implementation of the master's degree program according to an individual curriculum (with the exception of accelerated learning), and with accelerated learning – no more than 80 cu.

**SECTION 3. PLANNED RESULTS OF PREPARATION AND DEFENSE  
OF THE FINAL QUALIFYING WORK (Master's thesis)  
PLANNED LEARNING OUTCOMES CORRELATED WITH THE  
PLANNED RESULTS OF THE DEVELOPMENT OF THE EDUCATIONAL  
PROGRAM:**

Table 3.1 - Universal and general cultural competencies

Category (group) of competencies	Competence code	Formulation of competence	Indicators of competence achievement (for planning learning outcomes according to the elements of the educational program and appropriate assessment tools)
<b>Universal competencies</b>			
Systemic and critical thinking	UC-1.	He is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	<p>IUC-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components.</p> <p>IUC-1.2. Identifies inconsistencies and gaps in the information needed to solve a problem situation, and also critically evaluates the relevance of the information sources used.</p> <p>IUC-1.3. Develops and substantiates a strategy for solving a problem situation based on a systematic and interdisciplinary</p>

			approach, taking into account the assessment of existing risks and the possibilities of minimizing them.
Development and implementation of projects	UC-2.	Able to manage the project at all stages of its life cycle	<p>IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the designated problem: formulates the goal and ways to achieve, tasks and ways to solve them, substantiates the relevance, significance, expected results and possible areas of their application.</p> <p>IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, necessary resources, possible risks and the distribution of areas of responsibility of</p>

			<p>project participants.</p> <p>IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan taking into account the quantitative and qualitative parameters of the achieved interim results.</p>
Teamwork and leadership	UC-3.	Able to organize and manage the work of the team, developing a team strategy to achieve the goal	<p>IUK-3.1. Demonstrates the managerial competence necessary to form a team and guide its work based on the developed cooperation strategy.</p> <p>IUK-3.2. Plans, organizes, motivates, evaluates and corrects joint activities to achieve the set goal, taking into account the interests, behavioral</p>

			<p>characteristics and opinions of its members.</p> <p>IUK-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, conflict prevention and resolution, training technologies and the development of professional and communicative competence of team members.</p>
Communication	UK-4.	<p>Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction</p>	<p>IUK-4.1. Establishes and develops professional contacts, carries out academic and professional interaction with the use of modern communication technologies, including in a foreign language.</p> <p>IUK-4.2. Compiles and edits documentation in order to ensure academic and professional interaction,</p>



			<p>including in a foreign language. IUK-4.3.</p> <p>Demonstrates communicative competence in terms of research and project activities and presentation of its results at various public events, including international ones, including in a foreign language.</p>
Cross-cultural interaction	UK-5.	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	<p>IUK-5.1. Analyzes the most important ideological and value systems formed in the course of historical development, and substantiates the relevance of their use in social and professional interaction.</p> <p>IUK-5.2. Builds social and professional interaction taking into account the common and specific features of various cultures and religions, the characteristics of</p>

			<p>the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and faiths, various social groups.</p> <p>IUK-5.3. Ensures the creation of a non-discriminatory environment of interaction in the performance of professional tasks, demonstrating an understanding of the characteristics of different cultures and nations.</p>
<p>Self-organization and self-development (including health saving)</p>	<p>UK-6.</p>	<p>He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment</p>	<p>IUK-6.1. Evaluates its resources and their limits (personal, situational, temporary), optimally uses them for the successful completion of the assigned task.</p> <p>IUK-6.2. Determines the priorities of</p>

			<p>professional growth and ways to improve their own activities based on self-assessment according to the selected criteria.</p> <p>IUK-6.3. Builds his own professional trajectory using the tools of continuing education, taking into account the accumulated experience of professional activity and dynamically changing requirements of the labor market.</p>
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**Table 4 - General professional competencies of graduates and indicators of their achievement**

<b>Formulation of competence</b>	<b>Competence code</b>	<b>Indicators of competence achievement (for planning learning outcomes according to the elements of the educational program and appropriate assessment tools)</b>
Product of professional activity	OPK-1. Is able to plan, organize and coordinate the process of creating	IOPK-1.1 Knows the essence, content, features of the preparation of a

	<p>texts and (or) media products and (or) communication products in demand by society and the media industry, monitor and take into account changes in the norms of Russian and foreign languages, features of other sign systems</p>	<p>complex advertising campaign; methods and models of organizing and conducting complex advertising campaigns and events; information basic principles of organizing and conducting complex advertising campaigns and events;  IOPK-1.2 Is able to influence the market and consumer demand using the capabilities of a comprehensive advertising campaign and the latest PR technologies; provide targeted management of the process of developing a comprehensive advertising campaign;  IOPK- 1.3 Has the skills to apply in practice the methods and principles of managing an advertising campaign and a public relations company and individual advertising and PR events.</p>
Society and the State	<p>OPK-2. Is able to analyze the main trends in the development of public and state institutions for their versatile coverage in the media texts and (or) media products and (or) communication products being created</p>	<p>IOPK-2.1 Knows the specifics of managing the process of protecting the results of intellectual activity and the impact of this process on the efficiency of the company;  And OPK-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise;  And OPK-2.3 Has the skills of practical application of forms and technologies for the</p>

		protection of the results of intellectual activity.
Culture	OPK-3. Able to analyze the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products	<p>IOPK-3.1 Knows the main types and features of communicative communication in different countries; the causal relationship between culture and communication; the most important values (including communicative) of various cultures (Western European, Eastern, Russian, etc.) that determine the communicative behavior of their carriers;</p> <p>IOPK-3.2 Is able to navigate the problems of intercultural communication;</p> <p>IOPK-3.3 is able to adequately interpret specific manifestations of communicative behavior of representatives of other cultures in verbal, nonverbal, emotional, emotive communication;</p> <p>IOPK-3.4 is able to choose the optimal strategy and tactics of behavior, taking into account the purpose of communication and the culture of the interlocutor;</p> <p>IOPK-3.5 is able to adapt its behavior to the behavior of a foreign cultural interlocutor.</p> <p>IOPK-3.6 Has the techniques of establishing and conducting productive intercultural communication, forming the skills of respectful and careful attitude to the</p>

		historical heritage and cultural traditions of the peoples of Russia and abroad, tolerant perception of social and cultural differences
Lecture hall	OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products	IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development; IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments; IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments
Media communication system	OPK-5. He is able to analyze current trends in the development of media communication systems of the region, the country and the world for professional decision-making, based on the political and economic mechanisms of their functioning, legal and ethical regulations	IOPK-5.1 Knows the basic methods of solving communicative tasks, the basics of evaluating the effectiveness of the developed marketing support of innovative processes; IOPK-5.2 Is able to think creatively, economically on the issues of ongoing innovations at the enterprise, innovation processes in the country and abroad, to give a correct assessment of innovation policy measures, based on the analysis of market

		<p>conditions to find innovations, new solutions, be able to apply the knowledge gained to solve practical problems of business innovation;</p> <p>IOPK-5.3 Is able to use modern technical means and information technologies in solving communicative tasks;</p> <p>IOPK-5.4 is able to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets;</p> <p>IOPK-5.5 Has the skills to read, understand and compile scientific, analytical, statistical reports in the field of professional activity, skills for independent, methodically correct solution of communicative tasks</p>
Technologies	OPK-6. able to select and implement modern technical means and information and communication technologies in the process of media production	<p>IOP-6.1 Knows textual PR technologies; technologies for the use of special PR events in the promotion of scientific and technical developments;</p> <p>IOPK-6.2 Is able to apply text PR technologies (press release, presskit, etc.), technologies of special PR events (conference, round table, etc.) in the promotion of scientific and technical developments;</p> <p>IOPK-6.3 Has the skills of using text-based PR technologies (press</p>

		release, press kit, etc.), the skills of using technologies of special PR events (press conference, round table, etc.) in promoting scientific and technical developments
Effects	OPK-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	<p>IOPK-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;</p> <p>IOPK-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR.</p> <p>IOPK-7.3 is able to evaluate the effectiveness of advertising products and advertising campaigns;</p> <p>IOPK-7.4 is able to evaluate the effectiveness of public relations activities;</p> <p>IOPK- 7.5 Has practical skills in evaluating the effectiveness of advertising and PR.</p>

<b>Formulation of competence</b>	<b>Competence code</b>	<b>Indicators of competence achievement (for planning learning outcomes according to the elements of the educational program)</b>
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		<b>and appropriate assessment tools)</b>
PC-1	Advising clients on the preparation of a financial plan and the formation of a target investment portfolio	<p>IPK-1.1 plans work on filling the site,</p> <p>IPK-1.2 prepares tasks for performers,</p> <p>IPK-1.3 distributes the work on creating and editing content,</p> <p>IPK-1.4 coordinates the creation and editing of content,</p> <p>IPK-1.5 monitors and evaluates the results of work, formulates comments,</p> <p>IPK-1.6 documents information about the processes and results of work performed by various performers</p> <p>IPK-1.7 is able to make work plans, evaluate their content and complexity of implementation, depending on qualifications,</p> <p>IPK-1.8 is able to work with large amounts of information,</p> <p>IPK-1.9 is able to maintain documentation on projects and works</p> <p>IPK-1.10 has the basic principles and technologies of project management,</p> <p>IPK-1.11 knows the content and methods of solving tasks for creating and editing content,</p> <p>IPK-1.12 knows the basics of management</p>
PC-2	Able to manage information from various sources	<p>IPK-2.1 generates requests and receives information from employees of the organization;</p>

		<p>IPK-2.2 approves and approves information materials;</p> <p>IPK-2.3 organizes the transfer of information materials, comments, corrections between information resource specialists and employees of other categories,</p> <p>IPK-2.4 monitors the appearance of new or necessary information within the organization, on the Internet and other sources,</p> <p>IPK-2.5 forms an overall assessment of the significance and priority of the information received,</p> <p>IPK-2.6 is able to work with large amounts of information,</p> <p>IPK-2.7 owns software and technical means for regular communication, monitoring of information on the Internet,</p> <p>IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments,</p> <p>IPK-2.9 knows the internal rules for the approval and approval of documents,</p> <p>IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums</p>
PC-3.	<p>able to develop, test and implement innovative products (services), create intangible assets (brands) and manage them in the</p>	<p>PK-3 organization.1. develops measures for the introduction of innovative goods (services)</p> <p>IPC-3.2 has the skills to create intangible assets (brands) in the</p>

		<p>organization and manage them</p> <p>IPC-3.3 develops and implements complexes of measures to attract new consumers of goods (services)</p> <p>IPC-3.4 has the skills to test innovative goods (services) when they are introduced to the Russian and international markets</p> <p>IPC-3.5 has the skills to implement and improve the assortment policy of the organization</p> <p>IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)</p> <p>IPC-3.7 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand</p> <p>IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization</p> <p>IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands)</p> <p>IPC-3.10 is able to determine the competitive range of goods and services of the organization</p> <p>IPC-3.11 is able to test innovative products (services, brands)</p> <p>IPC-3.12 is able to create intangible assets (brands) and introduce them to the market</p>
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		<p>IPC-3.13 is able to assess the value of the organization's brands</p> <p>IPC-3.14 is able to improve the business processes of the organization in the field of brand management</p> <p>IPC-3.15 is able to use project management tools for successful brands</p> <p>IPC-3.16 Knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knows brand management tools</p> <p>IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends</p> <p>IPC-3.19 knows the procedures for testing goods (services), intangible assets (brands)</p> <p>IPC-3.20 knows the methods of using office application programs to perform statistical calculations</p> <p>IPC-3.21 knows the methods of using office application programs to collect and process marketing information</p> <p>IPC-3.22 knows the regulatory legal acts regulating marketing activities</p>
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The professional competencies established by the Master's degree program are formed on the basis of professional standards, analysis of the requirements for professional competencies imposed on graduates in the labor market, consultations with leading employers, in which graduates are in demand.

The set of competencies established by the master's degree program provides the graduate with the ability to carry out professional activities in at least one area of professional activity and the field of professional activity and the ability to solve problems of professional activity of at least one type.

The set of planned learning outcomes in disciplines (modules) and practices ensures the formation of all graduate competencies established by the master's degree program.

In accordance with this, during the internship (professional and creative direction of training/specialty 42.04.01 Profile/specialization Innovative marketing in advertising the work of students is a mandatory section of the main educational program of the master's degree and is aimed at the formation of professional competencies in accordance with the requirements of the Federal State Educational Standard and the objectives of this master's program.

The results of the performance of industrial practice (research work) are formed on the basis of the passage of industrial practice (research work), during which the assigned research tasks are solved within the framework of the chosen topic, the solutions obtained are developed, tested, supplemented, clarified and generalized.

The obtained results of industrial practice (research work) serve as the basis of the final qualification work. Production practice (research work) is logically and methodically interconnected with the following disciplines and practices of the OP:

- Methods and models of managerial decision-making;
- Management decision support system;
- Educational practice (introductory);
- Industrial practice (practice according to the profile of professional activity).

#### **Section 4. THE MAIN STAGES OF PREPARATION OF THE CONVEX QUALIFICATION WORK**

The choice of the topic of the WRC is the most important and responsible stage that determines the success of its defense.

The list of topics is approximate (Radel 7). It is allowed to choose a topic that is not included in the sample list, as well as the possibility of changing the name of the topic from the proposed list in agreement with the supervisor and head of the department.

When choosing the topic of the WRC, it is necessary to take into account the correspondence of the object of research to the organization where the student will undergo pre-graduate practice.

The student's application for the election of the topic of the WRC and the appointment of a supervisor, signed by the prospective supervisor (Appendix A) and signed by the head of the graduating department, is submitted for approval to the dean.

The approval of the topic of the WRC and the appointment of a scientific supervisor is formalized by an administrative act at the institute (branch).

Changing the wording of the topic of the WRC and changing the supervisor after approval is allowed in exceptional cases.

p/p	Sections (stages) of research work	Types of work on industrial practice (research work) , including students' independent work and labor intensity (in credits, hours)		Forms of current control
1.	1. Preparatory stage: - instructing the head of the production practice (research work) on general issues; - drawing up a plan of production practice (research work) - clarifying the bibliography on the topic of production practice (research work).	3	162	Availability of a work plan, bibliography, a mark in the calendar plan
2	2. Research stage. The work of undergraduates during the period of industrial practice (research work) is organized in accordance with the logic of work on the direction of the future final qualifying work: - specification of the problem within the chosen topic, object and subject of research; - formulation of the purpose and objectives of the study; - theoretical analysis and elaboration of scientific literature and research on the chosen research topic, - selection and elaboration of the necessary sources on the topic (patent materials, scientific reports, technical documentation, etc.); - preparation of industrial	3	162	Sections of the report on industrial practice (research work), a mark in the calendar plan

	practice (scientific research work) based on the results of work in the field (economic entities); registration of the results of scientific research activities. Undergraduates work with primary sources of enterprises, monographs, abstracts and dissertation research, consult with the supervisor and managers of industrial practice (research work) from enterprises.			
	3. Preparation of a report on production practice (research work). The report is prepared by the student in accordance with the requirements of the department. The form of control is intermediate certification. Certification based on the results of industrial practice (research work) is carried out on the basis of the protection of the completed report and the review of the supervisor. According to the results of the attestation, the student is assessed (differentiated credit).	3	162	Report on research work, control questions on the compiled report to control the development of sections of research work by students, a mark in the calendar plan

#### 4.2 Preparation of the WRC

Preparation of the final qualification work includes:

- work with the supervisor;
- study of literature, theoretical and practical aspects of problem solving within the framework of the research topic;
- analytical processing of factual material in combination with the material of literary sources;
- writing the text of the WRC and presenting it to the supervisor;
- revision of the text of the WRC according to the comments of the supervisor;
- submission of the completed and completed WRC to the supervisor and receiving his feedback;
- presentation of the WRC with the review of the supervisor for pre-defense

preparation of a speech for the pre-defense of the WRC with a mandatory multimedia presentation.

#### 4.3 Pre-defense of the WRC

The pre-defense commission includes the head of the graduating department, the head of the program, teachers who carry out the educational process on this program, if possible, a supervisor, external experts \ representatives of employers or practice bases. In the process of pre-defense, the author sets out the main content of the work done, conclusions on it and practical suggestions. The results of the preliminary defense and comments on it are brought to the attention of the student. Based on the results of the pre-defense, the commission makes recommendations on the text of the WRC and its presentation at the public defense.

Documents submitted for protection:

- credit book;
- issued WRC;
- a document confirming the verification of the WRC for plagiarism;
- review of the supervisor.

Objectives of the pre-defense:

- check the compliance of the WRC with the requirements;
- check the availability of a set of all necessary documents for protection;
- to believe the readiness of the student to defend the WRC.

According to the results of the pre-defense, the issue of admission of the student to the defense is resolved, about which a corresponding entry is made on the title page of the work (Appendix B).

In case of comments identified during the pre-defense, the student must correct them within the specified time and re-discuss the new work option with the head of the graduating department.

#### 4.4 Admission to the protection of the WRC

Students who have fully completed the curriculum, successfully completed pre-graduate practice and pre-defense at the graduating department within the established time frame are allowed to defend the WRC.

The electronic version of the WRC is placed in the electronic educational environment of the university, including the electronic portfolio of the student.

The student is responsible for the independence and quality of the WRC, about which he puts his personal signature on the title page. The work is checked in the "Rukont" system in accordance with the local acts of the institute, which is marked on the title page of the work.

### **Section 5. General requirements of the WRC**

The final qualifying work should reflect the solution of professional tasks. The originality of the formulation and the quality of the solution of which is one of the main criteria for assessing the quality of the WRC.



The following requirements are applied to the final qualifying work as the final stage of training of students:

the essence of the problem under study should be revealed, the relevance and practical significance of its solution from the point of view of modernity should be shown;

the disclosure of the topic of the work should be specific, with an analysis of the actual data;

It should contain a statement of problems in the professional sphere, ways of their implementation and implementation.

it should contain references to the used literary sources and sources of factual data, properly designed, reflect the position of its author on controversial issues;

must be written in a professionally competent language and properly designed.

### 5.1. Structure and content of the WRC

The final qualifying work must contain the following structural elements and in the following order:

- title page;
- table of contents: numbered titles of chapters and paragraphs with page numbers;
- introduction;
- main part;
- conclusion;
- list of sources used;
- applications (if necessary).

The introduction (2-3 pages) contains the rationale for the choice of the topic of the WRC and its relevance; the formulation of the purpose and objectives of the study; the definition of the object and subject of the study; a brief review of the literature on the topic, allowing to determine the position of the work in the general structure of publications on this topic; characteristics of the methodological apparatus of the study; justification of the theoretical and practical significance of the results of the study; a brief description of the structure works.

Relevance is defined as the significance, importance, priority among other topics and events. To justify the relevance – to analyze, explain why this problem needs to be studied at the present time.

The object and the subject of research differ in that the object is always wider than its subject. If the object is an area of activity, then the subject is the process being studied within the object of research. It is on the subject of the study that the main attention of the study is directed, it is the subject that determines the topic of the work.

In order to correctly reflect the subject and object of research, in the task being developed, the student is recommended to clearly identify their formulations and coordinate with the supervisor.

The purpose and objectives are formulated for the study of the subject.

The purpose of the study is to mentally anticipate (predict) the result, to determine the optimal ways to solve problems in the conditions of choosing methods and techniques of research in the process of preparing the work. To formulate a goal is to determine the intended end result to be achieved. The end result of research work in

the field of humanities may be, for example, the justification of conclusions. For example, the formulation of proposals for improving accounting policies, the use of modern programs for processing economic databases; suggestions for solving the problem in the study area.

The tasks of the WRC are determined by the set goal and represent specific stages (ways) of solving the identified research issues to achieve the main goal. To formulate a task means to identify the main points that are supposed to be worked out to achieve the goal.

The methodological apparatus of research is a way of obtaining reliable scientific knowledge, skills, practical skills and data in various spheres of life. Very often, students and teachers miss the designation of research methods, which are understood as those ways by which the goal indicated in the work can be achieved. Such methods are:

- the study and analysis of scientific literature, regulatory legal acts;
- study and generalization of practice;

comparison, analysis, synthesis, classification, generalization, analogy, etc.

The main part of the work consists of chapters, the content of which should exactly correspond to and fully disclose the stated topic of the work, the tasks set and the formulated research questions. The optimal number of paragraphs in each chapter is at least two. The chapters of the main part should be comparable in volume, have internal unity and logic.

At the end of each paragraph, conclusions are written in the form of briefly formulated results of the content of the written paragraph, summing up the results of the research and analysis. Conclusions should contain no more than two sentences. It is not recommended to keep the presentation in the first person singular: "I observed", "I believe", "in my opinion", etc. It is more correct to use the pronoun "we", turns with the preservation of the first person plural are acceptable, in which the pronoun "we" is missing, i.e. phrases are constructed with the use of the words: "we observe", "we establish", "we have". Expressions can be used: "in our opinion", "in our opinion" - however, it is preferable to write: "in the opinion of the author" (WRC) or express the same thought in an impersonal form: "on the basis of the analysis performed, it can be argued ...", "the studies conducted have confirmed ...", etc.

The presentation of the material on a particular problem should be specific and, above all, based on the results of practices, while it is important not just a description, but a critical analysis of the available data.

The first chapter, as a rule, is theoretical in nature and includes a critical review of the scientific literature on the topic of the work, a study of theoretical concepts, with a mandatory justification of the results obtained earlier and the author's intended contribution to the study of the chosen problem.

The content of the second chapter includes a description of the analytical work carried out by the author, including the methodology and tools of the study.

If there is a Third Chapter, it is usually of a practical, applied nature. The solutions proposed by the author should be reasoned and evaluated, which should indicate the personal contribution of the student.

Up to 4 chapters are allowed.

The conclusion reflects the generalized results of the conducted research in accordance with the set goal and objectives, as well as reveals the significance of the results obtained and should provide answers to the following questions:

What is the purpose of this study?

What has been done?

What conclusions did the author come to?

The conclusion should be at least 2 pages and is the basis of the student's report on the defense.

The list of sources used includes all the sources whose materials were used when writing the final qualifying work. The sources of literature are listed in alphabetical order – by the authors' surnames or titles, and first the sources are indicated in Russian, then in foreign languages. The list of sources used is a list of regulatory legal acts, all literary sources used in the performance of the work in the amount of at least 30 sources. Regulatory acts are arranged by legal force. Normative acts of the same legal force are arranged in chronological order. The sources of the main and additional literature are arranged in the same alphabetical order. The list of references should include:

- **⌘** at least four sources in the last 2 years;
- **⌘** at least 20% of the sources published in the last 5 years;
- **⌘** at least 30% of the sources of periodicals (journal articles, etc.);
- **⌘** the use of Internet resources in an amount not exceeding 20% of the total number of sources.

The list of references should be drawn up uniformly in compliance with the state standard for the bibliographic description of the document (GOST 7.1.-2003). The list of sources used is compiled in the following order:

International legal acts;

Federal legislation;

Presidential Decrees;

Government Resolutions;

Other regulatory legal acts and local acts;

Official materials (resolutions of international organizations and conferences, reports, reports, etc.;

Monographs, textbooks, manuals in alphabetical order;

Foreign literature;

Internet resources.

An example of the design of literary sources is given below.

The Appendices include materials that have additional reference or documentary value. Applications should not make up more than 1/3 of the total volume of the WRC.

## **5.2. Requirements for the design of the WRC**

General requirements for the design of the WRC, works performed using a computer kit are accepted for protection. The recommended volume of the WRC is from 60 to 80 pages of printed text..

The WRC text should be printed on one side of a standard A4 sheet (270 x 297 mm) in compliance with the following characteristics:

- TimesNewRoman font;
- size – 14;
- interval – 1.5;
- upper and lower margins – 20 mm, left – 30 mm, right – 10 mm;
- chapters start from a new page and their titles are printed in bold TimesNewRoman font, size 16;

- □ second-level headings (paragraphs) are printed in bold TimesNewRoman, size 14;
- □ text width alignment.

When writing a paper, it is necessary to observe uniform density and clarity of the image throughout the report. All lines, letters, numbers and signs must have the same contrast throughout the text of the report.

Bold font is used only for headings of chapters and paragraphs, headings of structural elements. The use of italics is allowed to designate objects (for example, nanotechnology) and to write terms (for example, *invivo*, *invitro*) and other objects and terms in Latin.

Logically complete elements of the text, united by a single thought, should be separated into separate paragraphs. The first line of the paragraph should be indented. The right shift of the first line of the paragraph should be the same for the entire text of the WRC and equal to 1.5.

All pages of the WRC should be numbered with Arabic numerals in the upper center of the page with end-to-end numbering throughout the text, including appendices.

The title page is included in the general page numbering, but the page number is not put on it.

To emphasize attention, text selection can be used using a font of a different font than the font of the main text, but the same size and typeface. It is allowed to use fonts of different typefaces to write certain terms, formulas, and theorems.

The headings of sections at all levels, the words Content, Introduction, Conclusion, List of sources used, are written without quotes, without a dot at the end and are aligned in the center of the page. Hyphenation of words in headings is not allowed. Headings should clearly and concisely reflect the content of chapters and paragraphs. If the title consists of two sentences, they are separated by a dot.

When plotting graphs along the coordinate axes, the corresponding indicators are entered, the letter designations of which are placed at the ends of the coordinate axes, fixed by arrows.

The table should be placed immediately after the text in which it is mentioned for the first time, or on the next page. The name of the table should reflect its content, be precise, concise. The name should be placed above the table, without paragraph indentation in the following format: If the name of the table occupies two rows or more, then it should be written in one line spacing.

A table with a large number of rows can be moved to another page. When transferring a part of the table to another page, the word "Table", its number and name are indicated once above the first part of the table, and the words "Continuation of the table" are also written on the left above the other parts and indicate the table number.

Equations and formulas should be separated from the text in a separate line. At least one free line must be left above and below each formula or equation. If the equation does not fit in one line, it must be moved after the equal sign (=) or after the plus signs (+), minus signs (-), multiplication ( $\times$ ), division (:) or other mathematical signs. On the new line, the sign is repeated. When transferring a formula on a sign symbolizing the multiplication operation, the " $\times$ " sign is used.

The explanation of the values of symbols and numerical coefficients should be given directly under the formula in the same sequence in which they are presented in the formula. The value of each character and numerical coefficient must be given from a

new line. The first line of the explanation begins with the word "where" without a colon from the paragraph.

The formulas of the work should be placed in the middle of the line and indicated by ordinal numbering within the entire work with Arabic numerals in parentheses in the rightmost position on the line. One formula is denoted by .

The numbering of formulas within the chapter is allowed. In this case, the formula number consists of the chapter number and the ordinal number of the formula, separated by a dot.

Rules for the design of the list of used sources The List of used sources must necessarily include those sources to which references are made in the main text of the work. Numbering of sources in the list of references is mandatory. It is recommended to design according to the following blocks with end-to-end numbering.

### **International regulatory legal acts and other official documents**

1. Customs Code of the Eurasian Economic Union (Appendix No. 1 to the Agreement on the Customs Code of the Eurasian Economic Union dated April 11, 2017) [Electronic resource] // Official Internet Portal of Legal Information <http://www.pravo.gov.ru> , 09.01.2018 (accessed 01.10.2018).

2. Decision of the Board of the Eurasian Economic Commission No. 136 dated 21.08.2018 "On Approval of the Rules for the Implementation of the General Process "Use of databases of documents issued by the authorized bodies of the Member States of the Eurasian Economic Union in regulating foreign and Mutual Trade, including those submitted during Customs operations for the purpose of confirming compliance with prohibitions and restrictions" [Electronic resource] // Official website of the Eurasian Economic Union <http://www.eaeunion.org> /, 24.08.2018 (accessed 26.12.2018).

### **Regulatory legal acts and other official documents**

Of the Russian Federation

3. The Constitution of the Russian Federation: adopted by popular vote on 12.12.1993 // Collection of Legislation of the Russian Federation. – 2014. – No. 31, Article 4398.4.

The Civil Code of the Russian Federation (part Four) of 18.12.2006 No. 230-FZ // Russian Gas. – 2006. – 22 Dec.

5. The Code of the Russian Federation on Administrative Offenses of 30.12.2001 No. 195-FZ // Russian Gas. – 2001. – 31 Dec.

6. Federal Law No. 78-FZ of 29.12.1994 "On Librarianship" // Collection of Legislation of the Russian Federation. - 1995. – No. 1, article 2.

7. Federal Law No. 149-FZ of 27.07.2006 "On Information, Information technologies and information protection" // Russian Gas. – 2006. – July 29.
8. Decree of the President of the Russian Federation No. 1289 dated 14.09.2012 "On the implementation of the State Program to assist the voluntary resettlement of compatriots living abroad to the Russian Federation" // Russian Gas. – 2012. – September 17.
9. Decree of the President of the Russian Federation dated 05.12.2016 No. 646 "On the approval of the Information Security Doctrine of the Russian Federation" // Sobr. legislation of the Russian Federation. – 2016. – No. 50, article 7074.
10. Decree of the Government of the Russian Federation No. 169 dated 10.02.1998 "On the Federal Data Bank on violations of the tax legislation of the Russian Federation" // Russian Gas. – 1998. – February 25.
11. Decree of the Government of the Russian Federation No. 1371 of 11/24/1998 "On registration of objects in the State Register of Hazardous production facilities" // Russian Gas. – 1998. – 1 Dec.
12. Decree of the Government of the Russian Federation No. 2227-r dated 08.12.2011 "On approval of the Strategy of Innovative Development of the Russian Federation for the period up to 2020" // Collection of Legislation of the Russian Federation. - 2012. – No. 1, article 216.
13. GOST R ISO 15489-1-2007. National Standard of the Russian Federation. A system of standards for information, library and publishing. Document management. General requirements: approved by the Order of Rostec Regulation No. 28-st dated 12.03.2007 // Moscow: Standartinform, 2007.
14. Order of the Ministry of Industry and Trade of the Russian Federation No. 1213 dated 25.06.2014 "On approval of the Administrative Regulations for the Provision by the Federal Agency for Technical Regulation and Metrology of State services for the Provision of documents and information contained in the Federal Information Fund for Ensuring the Uniformity of Measurements" // Ros. gas. – 2014. – 29 Dec.
15. Resolution of the Head of the municipality "Kamyshlovsky Municipal District" dated 28.01.2011 No. 26 "On approval of the Regulation "On the procedure for maintaining the Register of consumer market objects located on the territory of the Kamyshlovsky municipal district" [Electronic resource] // The document was not published. Access from help.-legal system "ConsultantPlus" (accessed 08.02.2018).  
Judicial practice
16. Ruling of the Supreme Court of the Russian Federation dated 15.01.2016 No. 305-ES14-8939 in case No. A40-44365/2014 [Electronic resource] // Access from help.-legal system "ConsultantPlus" (accessed 21.06.2018).

17. Resolution of the Federal Antimonopoly Service of the Ural District dated 07.05.2014 in case no. A50-17240/2013 [Electronic resource] // Access from help.-legal system "ConsultantPlus" (accessed 21.09.2018).  
educational and scientific literature (alphabetically by the authors' surnames or titles of works)

18. Lakhmetkina N.I. Investment strategy of the enterprise: A scientific manual. – M.: Knorus, 2017. \_\_\_\_p. (IPRbook.ru ).

19. Mochalova L.A., Kasyanova A.V., RauE.I. Financial management: textbook. — M.: KnoRus, 2016 \_\_\_\_p. (IPRbook.ru ).  
dissertations

20. Lopatin, V.N. Information security in the system of public administration: theoretical and organizational and legal problems: dis ..... cand. jurid. sciences': 12.00.02 / V.N. Lopatin. – St. Petersburg, 1997. – 193 p.  
abstracts of dissertations

21. Vasilyeva, M.I. Public interests in environmental law: theory and practice of legal regulation: abstract. dis. ... Dr. jurid. sciences': 12.00.06 / M.I. Vasilyeva. – M., 2003. – 44 p. articles in periodicals

When making articles, it is required to indicate the surname and initials of the author(s), the title of the article, through two slashes - the name of the publication, the year and number of the publication, the pages occupied. Articles are also placed alphabetically by the authors' surnames. For example:

22. Sirotsky A.A. Technologies of competitive management of machine-building enterprises / A.A. Sirotsky // Scientific notes. – 2013. – No. 5. Vol. 2. – pp. 177-181.

23. Kholopov V.A., Ladynin A.I. Analysis of structures in relation to types of production / A.V. Kholopov, A.I. Ladynin // Industrial automated control systems and controllers. - 2015. – No. 6. – pp. 7-11.

24. Chursin A.A., Methodology of quantitative assessment of competitiveness of high-tech industry / A.A. Chursin, R.V. Shamin, T.V. Kokuitseva // Economics and Management in mechanical engineering. – 2012. – No. 3. – pp. 41-47.

25. Chursin A.A. Multicriteria approach to the task of choosing an effective innovative project. / A.A. Chursin, Yu.N. Razumny, A.G. Milkovsky, V.P. Korneenko // Microeconomics. -2015. – No. 1. – pp. 6-13.

26. Shamin R.V., Filippov P.G. Project management in the rocket and space industry based on risk management tools / R.V. Shamin, P.G. Filippov // Economics and entrepreneurship. – 2015. – № 10-2 (63). – Pp. 776-783.

27. Shmeleva A.G. Some aspects of the formation of strategic decisions for the development of the enterprise / A.G. Shmeleva, A.I. Ladynin, A.V. Bakhmetyev // Materials of the international scientific and technical conference "Informatics and technologies. Innovative technologies in industry and computer science" "MNTK FTI-2017". – 2017. – C. 334-336

### **Literature in foreign languages**

28. A Guide to the Project Management Body of Knowledge (PMBOK Guide) Sixth Edition. Project Management Institute. 2017. 592 P. ISBN: 978-1-62825-184-5.

29. 103. Alyoubi B. A. Decision support system and knowledge-based strategic management / B.A. Alyoubi // *Procedia Computer Science* 65. – 2015. – pp. 278 – 284.
30. Andreadis G. Classification and review of multi-agents systems in the manufacturing section / G. Andreadis, P. Klazoglou, K. Niotaki, K.-D. Bouzakis // *Procedia Engineering*. – 2014. – Vol. 69. – pp. 282–290.

### internet resources

31. SAP has increased the price for the maintenance of the Aeroflot ERP by 113 million rubles [Electronic resource] // TAdviser // Access mode: [http://www.tadviser.ru/index.php/Поиск:Aeroflot\(SAP\\_ERP\)/](http://www.tadviser.ru/index.php/Поиск:Aeroflot(SAP_ERP)/) (accessed 17.03.2018).
32. <http://www.consultant.ru> – legal reference system "ConsultantPlus". Date of address\_\_\_\_\_e
33. <http://bea.triumvirat.ru/russian> – Bureau of Economic Analysis (Russia). Date of application\_\_\_\_\_.
34. <http://www.libertarium.ru> – A collection of texts by Russian scientists, translations of articles and books by famous Western economists. Date of application\_\_\_\_\_.
35. [http://www.nationmaster.com/graf/eco\\_gdp-economy-gdp-nominal](http://www.nationmaster.com/graf/eco_gdp-economy-gdp-nominal) – GDP statistics by country. Date of application\_\_\_\_\_.

**Application design Applications can include:** graphic material, tables, calculations. descriptions of algorithms and programs. The application is designed in one of the following ways:

In the text of the work, links should be given to all applications.

When numbering links, a continuous numbering is provided for the entire text. The serial number of the link (reference) is given in Arabic numerals in square brackets at the end of the link text. The serial number of the bibliographic description of the source in the list of used sources corresponds to the reference number.

Appendices are arranged in the order of references to them in the text of the work.

Non-text references (references) should be numbered. In the text, the reference is given in square brackets. Parentheses are not used for this purpose.

In the text: the data of this study are given in the work of Averyanov A.A. [34]

In the text link:

34. Averyanov, A.A. Economic and mathematical research. M. Mysl, 2021. 220c.

If the reference contains information about several sources, the groups of information are separated by a semicolon:

[2; 5, p. 14]

[17; 25]

Appendices are arranged in the order of references to them in the text of the work.

Each application should be placed from a new page with the word "APPLICATION" in the center of the upper part of the page.

The application must have a title that is written with a capital letter, in bold, in a separate line in the center without a dot at the end.

Appendices are designated with capital letters of the Cyrillic alphabet, starting with A. with the exception of the letters E. З. Y. O. H. B. Y. B. After the word "APPENDIX" follows the letter denoting its sequence. It is allowed to designate applications with letters of the Latin alphabet, with the exception of the letters I and



O. In the case of full use of Cyrillic or Latin alphabet letters, it is allowed to designate applications with Arabic numerals. If there is one application in the works, it is designated "APPENDIX A".

The text of each application, if necessary, can be divided into sections, subsections, items, sub-items that are numbered within each application. The number is preceded by the designation of this application. The appendices should have end-to-end page numbering in common with the rest of the work. (Appendix A. Rental agreement form).

Rules for the design of footnotes The numbering of footnotes in the final qualifying work is solid page-by-page, in Arabic numerals. The footnote sign is placed without a space superscript immediately after the word, number, symbol, sentence to which the explanation is given.

The footnote is placed with a paragraph indentation at the end of the page on which the explanatory word (phrase or data) is given. The footnote is separated from the text by a short solid thin horizontal line on the left side of the page.

An example of a line-by-line footnote:

M.S. Hayrapetyan considered this issue in his article.

If there are several footnotes to one work on one page, then write "In the same place" or "In the same place, p.56" (until a new source appears on other pages).

### **5.3. The procedure for binding the WRC**

1. Sewn into the work (hardcover):

- Title page

- Content

- The text of the work with an introduction, conclusion, list of sources used and appendices (if available).

2. When stitching (fastening) the final qualifying work, 4 empty files are sewn at the end, into which they are subsequently embedded:

2.1. CD-ROM with illustrative material for the report and the text of the graduate's work (pdf, word);

2.2. Report on the verification of the work for the presence of plagiarism;

2.3. Review of the supervisor (Appendix B);

### **Section 6. Evaluation and methodological materials on the educational program (fund of evaluation funds) for the state final certification**

Table 6 - Planned learning outcomes correlated with the planned results of the development of the educational program in relation to the evaluation tools

<b>Category (group) of competencies</b>	<b>Competence code</b>	<b>Formulation of competence</b>	<b>Indicators of competence achievement (for planning learning outcomes according to the elements of the educational</b>

			<b>program and appropriate assessment tools)</b>
<b>Universal competencies</b>			
Systemic and critical thinking	UC-1.	He is able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	IUC-1.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components. IUC-1.2. Identifies inconsistencies and gaps in the information needed to solve a problem situation, and also critically evaluates the relevance of the information sources used. IUC-1.3. Develops and substantiates a strategy for solving a problem situation based on a systematic and interdisciplinary approach, taking into account the assessment of existing risks and the possibilities of minimizing them.
Development and implementation of projects	UC-2.	Able to manage the project at all stages of its life cycle	IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the designated problem: formulates the goal and ways to achieve, tasks and ways to solve

			<p>them, substantiates the relevance, significance, expected results and possible areas of their application.</p> <p>IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, necessary resources, possible risks and the distribution of areas of responsibility of project participants.</p> <p>IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan taking into account the quantitative and qualitative parameters of the achieved interim results.</p>
Teamwork and leadership	UC-3.	Able to organize and manage the work of the team, developing a team strategy to achieve the goal	<p>IUK-3.1. Demonstrates the managerial competence necessary to form a team and guide its work based on the developed cooperation strategy.</p> <p>IUK-3.2. Plans, organizes, motivates,</p>

			<p>evaluates and corrects joint activities to achieve the set goal, taking into account the interests, behavioral characteristics and opinions of its members.</p> <p>IUK-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, conflict prevention and resolution, training technologies and the development of professional and communicative competence of team members.</p>
Communication	UK-4.	Able to apply modern communication technologies, including in a foreign language(s), for academic and professional interaction	<p>IUK-4.1. Establishes and develops professional contacts, carries out academic and professional interaction with the use of modern communication technologies, including in a foreign language.</p> <p>IUK-4.2. Compiles and edits documentation in order to ensure academic and professional interaction, including in a foreign language.</p>

			IUK-4.3. Demonstrates communicative competence in terms of research and project activities and presentation of its results at various public events, including international ones, including in a foreign language.
Cross-cultural interaction	UK-5.	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	IUK-5.1. Analyzes the most important ideological and value systems formed in the course of historical development, and substantiates the relevance of their use in social and professional interaction. IUK-5.2. Builds social and professional interaction taking into account the common and specific features of various cultures and religions, the characteristics of the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and faiths, various social groups. IUK-5.3. Ensures the creation of a non-discriminatory

			environment of interaction in the performance of professional tasks, demonstrating an understanding of the characteristics of different cultures and nations.
Self-organization and self-development (including health saving)	UK-6.	He is able to determine and implement the priorities of his own activities and ways to improve it on the basis of self-assessment	<p>IUK-6.1. Evaluates its resources and their limits (personal, situational, temporary), optimally uses them for the successful completion of the assigned task.</p> <p>IUK-6.2. Determines the priorities of professional growth and ways to improve their own activities based on self-assessment according to the selected criteria.</p> <p>IUK-6.3. Builds his own professional trajectory using the tools of continuing education, taking into account the accumulated experience of professional activity and dynamically changing requirements of the labor market.</p>

<b>Formulation of competence</b>	<b>Competence code</b>	<b>Indicators of competence achievement (for planning learning outcomes according to the elements of the educational program and appropriate assessment tools)</b>
Product of professional activity	ОПК-1. Is able to plan, organize and coordinate the process of creating texts and (or) media products and (or) communication products in demand by society and the media industry, monitor and take into account changes in the norms of Russian and foreign languages, features of other sign systems	<p>ИОПК-1.1 Знает сущность, содержание особенности подготовки комплексной рекламной кампании; методы и модели организации и проведения комплексных рекламных кампаний и мероприятий;</p> <p>информации основные принципы организации и проведения комплексных рекламных кампаний и мероприятий;</p> <p>ИОПК-1.2 Умеет воздействовать на рынок и потребительский спрос с использованием возможностей комплексной рекламной кампании и новейших PR-технологий;</p> <p>обеспечивать целевое управление процессом разработки комплексной рекламной кампании;</p> <p>ИОПК- 1.3 Владеет навыками применения на практике методов и принципов управления рекламной кампанией и компанией по связям с общественностью и отдельным рекламным и PR-мероприятиям.</p>
Society and the State	ОПК-2. Is able to analyze the main trends in the development of public and state institutions for their	ИОПК-2.1 Knows the specifics of managing the process of protecting the results of intellectual

	<p>versatile coverage in the media texts and (or) media products and (or) communication products being created</p>	<p>activity and the impact of this process on the efficiency of the company;          And OPK-2.2 Is able to make management decisions based on various forms and technologies of protection of the results of intellectual activity of the enterprise;          And OPK-2.3 Has the skills of practical application of forms and technologies for the protection of the results of intellectual activity.</p>
<p>Culture</p>	<p>OPK-3. Able to analyze the diversity of achievements of national and world culture in the process of creating media texts and (or) media products, and (or) communication products</p>	<p>IOPK-3.1 Knows the main types and features of communicative communication in different countries; the causal relationship between culture and communication; the most important values (including communicative) of various cultures (Western European, Eastern, Russian, etc.) that determine the communicative behavior of their carriers;          IOPK-3.2 Is able to navigate the problems of intercultural communication;          IOPK-3.3 is able to adequately interpret specific manifestations of communicative behavior of representatives of other cultures in verbal, nonverbal, emotional, emotive communication;          IOPK-3.4 is able to choose the optimal strategy and tactics of</p>



		<p>behavior, taking into account the purpose of communication and the culture of the interlocutor; IOPK-3.5 is able to adapt its behavior to the behavior of a foreign cultural interlocutor.</p> <p>IOPK-3.6 Has the techniques of establishing and conducting productive intercultural communication, forming the skills of respectful and careful attitude to the historical heritage and cultural traditions of the peoples of Russia and abroad, tolerant perception of social and cultural differences</p>
Lecture hall	<p>OPK-4. Able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products, and (or) communication products</p>	<p>IOPK-4.1 Knows the basic provisions of the theory of creating the image of scientific and technical development;</p> <p>IOPK-4.2 Is able to analyze the needs of society and the interests of the audience in order to predict and meet the demand for media texts and (or) media products in relation to image management in the promotion of scientific and technical developments;</p> <p>IOPK-4.3 Knows the methods and techniques of developing image technologies in the promotion of scientific and technical developments</p>
Media communication system	<p>OPK-5. He is able to analyze current trends in the development of media communication systems</p>	<p>IOPK-5.1 Knows the basic methods of solving communicative tasks, the basics of evaluating the</p>

	<p>of the region, the country and the world for professional decision-making, based on the political and economic mechanisms of their functioning, legal and ethical regulations</p>	<p>effectiveness of the developed marketing support of innovative processes;  IOPK-5.2 Is able to think creatively, economically on the issues of ongoing innovations at the enterprise, innovation processes in the country and abroad, to give a correct assessment of innovation policy measures, based on the analysis of market conditions to find innovations, new solutions, be able to apply the knowledge gained to solve practical problems of business innovation;  IOPK-5.3 Is able to use modern technical means and information technologies in solving communicative tasks;  IOPK-5.4 is able to use domestic and international experience in developing marketing support for innovative projects, introducing innovations, obtaining positive results with access to world markets;  IOPK-5.5 Has the skills to read, understand and compile scientific, analytical, statistical reports in the field of professional activity, skills for independent, methodically correct solution of communicative tasks</p>
Technologies	OPK-6. able to select and implement modern technical means and information and	IOP-6.1 Knows textual PR technologies; technologies for the use of special PR events in the

	communication technologies in the process of media production	<p>promotion of scientific and technical developments;</p> <p>IOPK-6.2 Is able to apply text PR technologies (press release, presskit, etc.), technologies of special PR events (conference, round table, etc.) in the promotion of scientific and technical developments;</p> <p>IOPK-6.3 Has the skills of using text-based PR technologies (press release, press kit, etc.), the skills of using technologies of special PR events (press conference, round table, etc.) in promoting scientific and technical developments</p>
Effects	OPK-7. Able to assess and predict possible effects in the media sphere, following the principles of social responsibility	<p>IOPK-7.1 Knows the specifics of evaluating the effectiveness of various types of advertising and PR;</p> <p>IOPK-7.2 Knows the specifics of various methods of evaluating the effectiveness of advertising and PR.</p> <p>IOPK-7.3 is able to evaluate the effectiveness of advertising products and advertising campaigns;</p> <p>IOPK-7.4 is able to evaluate the effectiveness of public relations activities;</p> <p>IOPK- 7.5 Has practical skills in evaluating the effectiveness of advertising and PR.</p>
<b>Formulation of competence</b>	<b>Competence code</b>	<b>Indicators of competence achievement (for planning learning)</b>

		<b>outcomes according to the elements of the educational program and appropriate assessment tools)</b>
PC-1	Advising clients on the preparation of a financial plan and the formation of a target investment portfolio	<p>IPK-1.1 plans work on filling the site,  IPK-1.2 prepares tasks for performers,  IPK-1.3 distributes the work on creating and editing content,  IPK-1.4 coordinates the creation and editing of content,  IPK-1.5 monitors and evaluates the results of work, formulates comments,  IPK-1.6 documents information about the processes and results of work performed by various performers  IPK-1.7 is able to make work plans, evaluate their content and complexity of implementation, depending on qualifications,  IPK-1.8 is able to work with large amounts of information,  IPK-1.9 is able to maintain documentation on projects and works  IPK-1.10 has the basic principles and technologies of project management,  IPK-1.11 knows the content and methods of solving tasks for creating and editing content,  IPK-1.12 knows the basics of management</p>
PC-2	Able to manage information from various sources	IPK-2.1 generates requests and receives information from

		<p>employees of the organization;  IPK-2.2 approves and approves information materials;  IPK-2.3 organizes the transfer of information materials, comments, corrections between information resource specialists and employees of other categories,  IPK-2.4 monitors the appearance of new or necessary information within the organization, on the Internet and other sources,  IPK-2.5 forms an overall assessment of the significance and priority of the information received,  IPK-2.6 is able to work with large amounts of information,  IPK-2.7 owns software and technical means for regular communication, monitoring of information on the Internet,  IPK-2.8 knows the structure of the organization, areas of responsibility and functions of departments,  IPK-2.9 knows the internal rules for the approval and approval of documents,  IPK-2.10 works with news aggregators, electronic subscriptions, social networks, forums</p>
PC-3.	able to develop, test and implement innovative products (services), create	PK-3 organization.1. develops measures for the introduction of innovative goods (services)

	<p>intangible assets (brands) and manage them in the</p>	<p>IPC-3.2 has the skills to create intangible assets (brands) in the organization and manage them</p> <p>IPC-3.3 develops and implements complexes of measures to attract new consumers of goods (services)</p> <p>IPC-3.4 has the skills to test innovative goods (services) when they are introduced to the Russian and international markets</p> <p>IPC-3.5 has the skills to implement and improve the assortment policy of the organization</p> <p>IPC-3.6 conducts communication (advertising) campaigns in the field of goods (services, brands)</p> <p>IPC-3.7 has the skills to develop technical tasks for the creation of the corporate identity of the organization, its brand</p> <p>IPC-3.8 has the skills to implement programs to increase consumer loyalty to the goods (services, brands) of the organization</p> <p>IPC-3.9 has the skills to prepare recommendations for making marketing decisions regarding goods (services, brands)</p> <p>IPC-3.10 is able to determine the competitive range of goods and services of the organization</p> <p>IPC-3.11 is able to test innovative products (services, brands)</p>
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		<p>IPC-3.12 is able to create intangible assets (brands) and introduce them to the market</p> <p>IPC-3.13 is able to assess the value of the organization's brands</p> <p>IPC-3.14 is able to improve the business processes of the organization in the field of brand management</p> <p>IPC-3.15 is able to use project management tools for successful brands</p> <p>IPC-3.16 Knows the conceptual apparatus in the field of marketing components of innovations, innovative goods (services), intangible assets (brands)</p> <p>IPC-3.17 knows brand management tools</p> <p>IPC-3.18 knows the methods of studying the internal and external market, its potential and development trends</p> <p>IPC-3.19 knows the procedures for testing goods (services), intangible assets (brands)</p> <p>IPC-3.20 knows the methods of using office application programs to perform statistical calculations</p> <p>IPC-3.21 knows the methods of using office application programs to collect and process marketing information</p> <p>IPC-3.22 knows the regulatory legal acts regulating marketing activities</p>
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## Media Planning: Case Study

### 1. Presentation of the subject

Media Planning: Case Study's goal as a course is to help students acquire a sufficient level of knowledge in the specific competences of the media planning sector, by introducing them to the practical aspects of the course and approaching them to the professional day by day.

### 2. Competences to be attained

#### General skills:

- Analysis skills.
- Putting knowledge into practice.
- Ability to work autonomously.
- Team work skills.
- Critical assessment and self-assessment skills.
- Arguing skills aimed at being able to defend one's proposals.

#### Specific skills:

- Targeting advertisers' needs for strategic development.
- Capacity for distinguishing and adjusting the different media according to the communication's goals.
- Excel® and Power Point® skills.
- Knowledge and understanding of the main specific resources and tools within the sector (audiences, advertising investments, etc.)
- Analytical skills aimed at drawing conclusions.
- Capacity to define media strategies depending on the goals to achieve.

Knowledge and understanding of the comprehensive media planning process.

### 3. Contents

The following program orderly goes through the steps taken in media planning. Every module will be illustrated with updated and real practical cases.

Taking real case analysis as a starting point, students will have to put the acquired knowledge into practice through practical class exercises and individual or group tasks to be done out of the classroom.



MODULE 1. The Brief. The importance of a good brief. The essential parts of a brief. The counter-brief. Goals definition.

Practical case.

MODULE 2. Performance analysis. Investment and pressure level (Infoadex, Sofres).

Positioning map.

Practical case.

MODULE 3. The target group. Why and how we define the target. The consumer's profile. Media consumption habits ("A day in someone's life" / Touch Points). (EGM, AIMC and Internet).

Practical case.

MODULE 4. Media selection. Media preferences (consumption, use, involvement). Strong and weak points of the media. Creative considerations.

Practical case.

MODULE 5. Media Plan. Media mix. Support selection. Negotiation and budget distribution. Campaign architecture.

Practical case.

MODULE 6. Campaign follow- up. Daily control: purchase, counter-offer, awards.

Practical case.

MODULE 7. Campaign close- up. Results assessment. Learnt lessons.

Practical case.

4. Assessment

As the course is eminently practical, the final mark will be an average of the following marks:

- 1. The first mark will be an average of all the marks of the tasks students must hand in every session throughout the whole term. This mark will be worth 50% of the final assessment.
- 2. The second mark, worth the the other 50% of the final mark, will come from a compulsory project.

Students who do not get a pass in the compulsory project or do not hand in all the tasks (although the average mark of all of them gets a pass) will have to take a final exam on the date indicated by the university. It will involve developing a practical case according to all the concepts.

5. Bibliography and teaching resources

5.1. Basic bibliography

The course focuses on case study

6. Metodology

This attendance-required course is organized by two complementary aspects: practical cases illustrating the basic knowledge to take into account in media planning and practical sessions in an IT classroom, where students will face the same kind of tasks they could encounter throughout their professional careers.

The teachers will decide for every case if the tasks must be done individually or in group. They will have to be finished during the session (2 hours), printed out and handed in at the end of the session. They cannot be handed in later, unless in duly justified cases, as absence in case of sickness.

Additionally, students will have to do an out-of-class subject project.

## 7. Planning of activities

The activities to do in order to complement the practical cases are:

Excel® and Power Point® tasks in an IT classroom.

Manipulating investment data reports obtained by sector-specific tools: Infoadex.

Demonstration and use of sector-specific tools for obtaining audience quantitative data: Infosys.

Visiting a media business management department .

## Exam questions

Questions for the exam

1. Factors of media planning strategy formation.
2. Translation of marketing tasks into advertising.
3. Planning strategies: target audience strategy. Effective audience. Tactical media planning and its stages.
4. The concept of a media brief
5. Study of consumer behavior;
6. Monitoring of advertising information.
7. Factors determining the composition and boundaries of the audience.
8. Methods of studying the audience.
9. Media planning parameters as indicators of the communicative effectiveness of an advertising campaign: general indicators and cumulative indicators.
10. Media strategies (reach/frequency), patterns of target audience coverage.
11. Parameters affecting the structure of the media used in the media campaign
12. .Print media
13. Online publications in media planning
14. Radio and its possibilities from the point of view of media planning
15. Television: features of use in media planning
16. Measurement of radio and TV audience
17. Outdoor advertising
18. The influence of the marketing characteristics of the object on the choice of media
19. Pricing, tariffs and discounts for the placement of advertising materials.
20. The concept of media buying and media selling.
21. Calculation of the forecast rating of the TV channel.
22. Price parameters of media planning, the concept of comparative cost.
23. Selection of an information channel based on a comparison of tariffs taking into account the advertising budget.
24. Calculation of the media planning budget: basic models.
25. The problem of acquiring a place for advertising.

## Section 7. Approximate subject of the master's thesis

1. Development of a strategy for the innovative attractiveness of a Russian enterprise and the development of measures to improve it.

2. Development of a strategy for analyzing the price and capital structure, their impact on business value (empirical research).
3. Venture capital and venture financing strategy: world experience and Russian practice..
4. Development of a strategy for the influence of information signals of the innovation market on the behavior of investors
5. Group intelligence and collective innovative decision-making: an empirical study.
6. Development of the innovation policy strategy of Russian companies: theoretical and empirical research.
7. Development of a strategy of derivative financial instruments to hedge the risks of the introduction of RID.
8. Development of a strategy of internal and external factors affecting the financial stability of innovative enterprises and corporations.
9. Development of a strategy of methods for assessing financial insolvency and bankruptcy of Russian companies operating in the RID market.
10. Development of the strategy of the innovation structure of Russian companies and its impact on business efficiency.
11. The concept of behavioral finance in the implementation of REED: current state and empirical research.
12. Development of a strategy for evaluation and decision-making on investment projects with RID.
13. Development of a strategy for new forms of assessment of RID: Russian and foreign experience.
14. Development of a strategy for assessing the effectiveness of the Russian innovation market: empirical research
15. Development of the strategy of the company's IP management system using new modern digital technologies
16. Development of a strategy for the use of IP and digital technologies in optimizing financial processes as a competitive advantage of the company
17. Development of a strategy for the evaluation methods of the IPO.
18. Development of an innovation risk assessment strategy.
19. Development of an OIS management model for the implementation of the company's sustainable growth strategy
20. Development of the company's investment strategy and policy during the implementation of the RID.
21. Development of a strategy for managing product innovations in the banking services market.
22. Development of a strategy for managing the capital structure of an organization: problems of theory and practice.
23. Development of innovation management strategy with small businesses: methods, models, tools
24. Development of the strategy of financial instruments of innovative and scientific and technological companies

25. Development of a strategy for the financial formation of a system of indicators of value-oriented management of innovative business.

7. Methodological recommendations.

7.1. Methodological recommendations for the head of the organization of practice.

### **Section 8. Supervisor and his responsibilities**

The appointment of the supervisor is carried out based on the results of consideration of the student's application for approval of the topic of the final qualifying work. When appointing a supervisor, the wishes of the student, the expected problems of the work, scientific specialization and the consent of the teacher are taken into account.

The head of the graduating department has the right to appoint a supervisor at his discretion in the following cases:

- the name of the prospective supervisor is not indicated on the student's application;
- the application does not have the signature of the teacher on his consent to the management of this work;
- this teacher accounts for more than 10 graduation papers;
- the topic chosen by the student does not correspond to the specialization of the declared teacher.
- The duties of the supervisor include:
  - assistance in the formulation of the topic of the WRC and the development of a work plan;
  - conducting systematic consultations with students on the problems of work;
  - advising the student on the selection of sources of literature and factual material;
  - monitoring the progress of the WRC in accordance with the approved plan, as well as informing the student if the quality of the work performed, as well as non-compliance with the established training deadlines may lead to the non-admission of the WRC to certification;
  - compliance with the deadlines agreed with the student for consultations and the provision of comments and observations on the chapters or intermediate versions of the WRC submitted to the students in writing;
  - quality control of the WRC allowed for certification, including approval of the final version of the work before its official submission to students for pre-defense at the graduating department;
  - in the case of a student's request – providing advice on preparing for the oral defense of the WRC, including providing comments and comments on presentation materials intended for demonstration during the oral report;

- provision of a written response to the WRC no later than 3 days before the appointed date of pre-defense;
- The supervisor has the right to:
- choose a form of interaction that is convenient for him and the student, including agreeing on a plan for the preparation of the WRC developed by the student and establishing the frequency of personal meetings or other contacts;
- require that the student attentively treats the recommendations received and comes to the meetings prepared;

to refuse scientific guidance in case of impossibility of control over the quality of work and the progress of its implementation due to the fault of the student, including if the student does not take the initiative and does not meet with the supervisor or systematically breaks deadlines and performs poorly the tasks agreed with the supervisor. In this case, the supervisor must immediately submit an appropriate application in free form to the dean's office of the faculty, which, in turn, must officially inform the student about this;

- when preparing a review for the WRC, take into account the compliance of the student with the deadlines for the completion of the work, as well as the quality and timeliness of the implementation of the recommendations of the supervisor;
- to prevent the WRC from the state final certification if the work of unsatisfactory quality is submitted for submission, including those containing significant substantive or methodological errors, grossly violating the requirements of professional ethics.

The supervisor checks the final version of the final qualifying work, confirming this with a personal signature on the title page, and also writes an official review.

The written review of the head ends with the wording of the recommendation of the WRC for protection, but without offering a specific assessment.

### **Section 9. Protection of WRC**

The defense of the WRC is carried out at an open meeting of the state examination commission according to the established schedule in accordance with the schedule.

In a speech lasting up to 10 minutes, the main results of the independently performed work, the main conclusions and suggestions are presented (it is necessary to briefly justify the relevance of the research topic, report on the results obtained and specific recommendations, paying special attention to their own conclusions and suggestions for solving problems within the chosen topic). It is necessary to prepare a speech so as to present its content freely, without reading the written text.

For the defense, in addition to the speech (report), illustrative materials \ presentation are prepared, accompanying the speech and reflecting the main results of

the student's work on the problem under study. It is advisable to use the following forms of presentation of illustrative material:

1. Up to 10 A4 sheets as illustrative material. The title page of the illustrative materials indicates the name of the topic of the WRC, the full name of the speaker and the supervisor. The sheets must be numbered and stapled.
2. Up to 10 slides for demonstration using a multimedia projector.

**Defense procedure** The defense of the WRC takes place at an open meeting of the State Examination Commission (GEC). The course of the defense is formalized by a protocol, which is signed by the Chairman of the GEC.

The defense of the WRC includes: an oral report of the student, answers to the questions of the members of the HEC and the final word of the student, containing an answer to the comments and suggestions expressed in the review of the supervisor.

The Chairman of the State Examination Commission announces the beginning of the next defense. The secretary of the commission calls the full name of the student and the topic of the WRC. The floor is given to the author of the WRC for a speech.

After the end of the speech, the members of the commission, as well as the persons present at the defense, ask questions on the topic of the WRC, to which he must give detailed answers. If the question goes beyond the scope of the topic of the WRC and causes difficulties with the answer, then the student should state this, emphasizing the need for further (special) research in this area.

Then the floor is given to the supervisor and the reviewer. In case of their absence, the secretary of the commission reads out the materials prepared by them – a review and a review.

Everyone present at the defense can take part in the discussion of the WRC.

The speaker answers the comments of the supervisor, reviewer, questions.

The general assessment of the WRC and its defense is carried out at a closed meeting of the commission, taking into account the relevance of the topic, scientific novelty, theoretical and practical significance of the results of the work, the reviewer's assessment, the supervisor's review, the general nature of the speech, the completeness and correctness of his answers to the questions asked. The members of the GEC decide on the compliance of the WRC with the requirements for the WRC, the established characteristics and the competence-oriented curriculum of the corresponding program. The supervisor's assessment is taken into account, but is not decisive. After summing up the results, the grades are reported.

The electronic version of the WRC is placed in the electronic educational environment of the university, including in the electronic portfolio of the student.

### **Putting forward hypotheses.**

A hypothesis is a preliminary assumption, the truth of which has to be verified. In a research paper, 1 or more hypotheses must be put forward, confirmed or refuted.

Requirements for testable hypotheses: – the hypothesis should not contain concepts that have not received empirical interpretation (otherwise it is unverifiable); – be simple, testable at a given level of knowledge and capabilities of the researcher  
Hypothesis – the main problems in the field of sales of robotics for training is:

1. Lack of professional retraining courses for teachers on the use of high-tech educational products. 2. Lack of funds for the purchase of high-tech educational products in the right quantity. 3. The difficulty of adapting students to the new educational process due to the lack of educational material.

### **Selection and characteristics of the type of study.**

When conducting research, the following types (strategies) of research can be carried out. A) Descriptive strategy — qualitative and quantitative description of the object, its properties, states; B) Experimental — search for management solutions based on a ascertaining or active transformative experiment; C) Predictive — identification of functional and causal relationships, forecast; D) Re-comparative — identification of the generality and specificity of social phenomena in the objects being compared and social trends changes in time.

### **Selection and characteristics of research methods.**

Implies the choice of methods of data collection, processing and analysis. The methodological part of the program includes: – characteristics of the methods and techniques used to collect primary information; – the logical structure of the methodological tools; – the research tools themselves (in the form of an appendix); – logical schemes for processing the collected information, etc. The selected methods are listed in the Research Report and in the scientific article of the undergraduate.

### **Collection and processing of information on the research problem.**

The field period is the collection of primary data, and preparation for their processing (up to 20% of the study time). The most resource-intensive stage of the study. Performed: collection of information about the objects of research. The so-called information array of data (text, digital, etc.) is formed

### **Analysis of information in accordance with the logic and methodology of the study.**

In theoretical research, the following types of analysis are used: – description and classification, typologization; – semantic interpretation of data; – modeling; – experimental analysis – system and functional analyses – statistical analysis (search for statistical patterns). Analysis options for research and development: A)

Comparison - comparison of data. It includes: – comparison of data on individual subgroups within the same sample (for example, comparison of opinions of gender, age, professional groups, etc.); – comparison of the state of the same object in different time periods (repeated studies); – comparison of data obtained at different objects (for example, international, interregional comparative studies). B)

Explanation is a way of knowing an object through the establishment of its essential connections. Includes: identification of direct and indirect links, main factors, functional and causal relationships.

### **Results of research and preparation of a report on the results of the study.**

The results of the research work are formed in the form of the following documents: 1. Report on research work. Answers the questions contained in the research program. The report contains empirical material that is analyzed from the point of view of solving initial problems and testing hypotheses. The report concludes with conclusions and recommendations (volume 25-30 pages). 2. Scientific article. A brief summary is a guide to the report. It formulates the most important conclusions of the study, provides recommendations (volume 3 — 4 pages).

### **Structure of the report on the passage of research work.**

The structure of the report should include the following elements: title page; content; introduction; main part; conclusion; list of sources used; appendices. Distribution of research materials in the report: 1. Introduction. It substantiates the relevance of the chosen research topic – what it was done for. Volume – 1 page 2. The main part of the report. It should contain a description of the completed study and the results obtained. The main part of the research report should include three sections: 1. Scientific-research on the selected topic of the WRC. Includes: – description of the research problem; – analysis of literary sources; – formulation of research objectives; – formulation of research objectives; – characteristics of the research object;

– characteristics of the subject of the study; – keywords and terms of the study; – at least 1 hypothesis of the study; – characteristics of the type of the selected study; – enumeration of the methods used in the study. – the collected material on the research topic (the topic of the WRC); – conclusions and results of the analysis / comparison / description of the selected object. 2. The size of the section is up to 20 pages. A brief description of the organization on the basis of which the study was conducted. This may be the Moscow Polytechnic University, or an industrial partner of the University, or an individual organization-the place of work of a graduate student (established on the basis of an order for practice). The size of the section is up to 5 pages.



3. A scientific article prepared for publication in scientific publications. It is a brief summary of the research conducted in section

1. Possible structure of the scientific article:

- Full name of the student and the teacher of the research supervisor.
- the name of the article.
- abstract (the material is taken from the relevance in Section 2.1).
- keywords / keywords and research terms;
- a brief description of the research problem;
- a brief analysis of literary sources;
- a brief formulation of the goals and objectives of the study;
- characteristics of the object and subject of the study
- characteristics of at least 1 hypothesis of the study;
- a short list of methods, used in the study.
- information on the research topic (on 1-2 pages);
  - conclusions and results of the analysis / comparison / description (numbered, 3-7 points).
- list of used literature (3-7 items).

The size of the section is up to 4 pages. The content and logic of the analysis in the main part are determined jointly by the student and the head of the practice. In the first section, a characteristic of the degree of study of the problem can be given, a comparative analysis of modern theoretical approaches to solving the problem is carried out.

3. Conclusion. In conclusion, the results of the student's research and work during the internship (research) should be summarized.

4. The list of sources used is drawn up in accordance with the requirements of GOST 7.1. It includes all sources of information that were analyzed by the student when performing the work. 5. Applications. The appendices usually contain various diagrams, graphs, tables, research data, etc. The appendices to the report on scientific research practice can include systematized materials on the problem under study, documents and practical data for performing the analytical part of the master's thesis. A list of the student's works can be attached (Appendix 1).

5. Applications.

The appendices usually contain various diagrams, graphs, tables, research data, etc. The appendices to the report on scientific research practice can include systematized materials on the problem under study, documents and practical data for performing the analytical part of the master's thesis. A list of the student's works can be attached (Appendix 1).

### **9.1. Evaluation criteria and evaluation scale for the defense of the final qualifying work**

The main criteria for evaluating the WRC include:

□ relevance of the research topic, clarity and literacy of the formulated topic and research objectives, compliance with the content of the work;

the availability of a critical analysis of relevant literature and the use of the considered approaches and concepts in the formulation of the goals, objectives and questions of the study;

□ the ability and skills of working with information, the validity and quality of the application of quantitative and qualitative research methods, as well as the availability of primary data collected or generated by the author in accordance with the stated purpose and objectives of the study;

□ the depth of elaboration of the recommendations made based on the results obtained, their relationship with the theoretical provisions considered in the theoretical part of the work (literature review), compliance of the recommendations with the goals and objectives of the work;

practical significance of the work, including the relationship of the results and recommendations with practice;

the logical and structured presentation of the material, including the relationship between the parts of the work, between the theoretical and practical aspects of the study.

In addition, the design of the WRC and compliance with the established requirements, the accuracy of the design, the correctness of the use of information sources, including compliance with the rules for compiling a list of references, compliance with the rules of professional ethics are evaluated separately.

During the defense, the members of the GEC also evaluate the student's ability to conduct a scientific discussion, his general level of culture of communication with the audience during the defense and the quality of the prepared presentation.

The results of the WRC defense are determined by the grades "excellent", "good", "satisfactory", "unsatisfactory".

8.2. Evaluation tools.  
List of evaluation tools for the discipline "Industrial practice (research work)"

### **The scale of evaluation of the WRC and its protection**

<b>Evaluation</b>	<b>Evaluation criteria</b>
"excellent"	1. The work was performed in compliance with all the requirements for the design of the WRC; 2. During the preparation of the work, relevant, up-to-date materials of the WRC on this issue, the latest achievements of science and practice in the relevant field, empirical materials collected during the practice were used;

	<p>3. The work is of a research nature with independent conclusions and recommendations;</p> <p>4. The student's report contains the relevance of the topic of the work, characterizes the degree of elaboration of the problem, reveals the goals and objectives of the study, describes the main stages of work on the WRC, contains the rationale for the conclusions and recommendations for improving the subject of the study;</p> <p>5. The answers to the questions are exhaustive, indicating excellent theoretical and practical training, confirming the independent nature of the research.</p>
"good"	<p>1. The work was done in compliance with all the requirements for the design of the WRC;</p> <p>1. The work is of a research nature with independent conclusions on the essence of the problem under study;</p> <p>2. The report contains the relevance of the topic of the work, characterizes the degree of elaboration of the problems, reveals the goals and objectives of the study, describes the main stages of work on the WRC, contains the rationale for the conclusions;</p> <p>3. The answers to the questions are complete, indicating good theoretical training and the independent nature of the research.</p>
"satisfactory"	<p>1. The work was performed in compliance with all the requirements for the design of the WRC;</p> <p>2. The work is descriptive in nature, contains few independent conclusions and recommendations on the substance of the studied issues;</p> <p>3. The report basically repeats the introduction to the WRC;</p>

	4. The answers to the questions are incomplete, indicating poor theoretical training.
"unsatisfactory"	<ol style="list-style-type: none"> <li>1. The work was performed with gross violations of the requirements for the design of the WRC;</li> <li>2. The work is in the nature of simple compilations, without independent conclusions, mostly based on outdated material, does not meet the requirements of relevance and novelty, or full plagiarism is established;</li> <li>3. The report has not been prepared;</li> <li>4. The answers to the questions on the content of the WRC are not given, the student does not orient himself in the studied problems and in the text of his WRC.</li> </ol>

## **Section 10. Educational, methodological and informational support**

### **Regulatory legal acts**

## **Section 10. Educational, methodological and informational support**

### **Regulatory legal acts**

GOST 7.1-2003 "System of standards for information, library and publishing. Bibliographic record. Bibliographic description. General requirements and rules of compilation".

GOST 7.0.5-2008 "System of standards for information, library and publishing. Bibliographic reference. General requirements and rules of compilation".

The Constitution of the Russian Federation. Adopted by popular vote on 12.12.1993.

Convention of 28.01.1981 "On the Protection of Individuals with regard to Automated Processing of Personal Data" (ETS No. 108).

The Civil Code of the Russian Federation (Parts 1 and 4).

The Tax Code of the Russian Federation (Part 1).

Federal Law "On Information, Information Technologies and Information Protection" dated 27.07.2006 No. 149-FZ.

Federal Law "On the Procedure for Leaving the Russian Federation and Entering the Russian Federation" dated 15.08.1996 No. 114-FZ.

Federal Law "On Personal Data" dated 27.07.2006 No. 152-FZ.

Federal Law "On Trade Secrets" dated 29.07.2004 No. 98-FZ.

Federal Law "On Electronic Signature" dated 04.06.2011 No. 63-FZ.

Federal Law "On Ensuring Access to Information on the Activities of Courts in the Russian Federation" dated 22.12.2008 No. 262-FZ.

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International Covenant on Civil and Political Rights of December 19, 1966.  
European Convention on Human Rights.

Declaration on the Basic Principles concerning the Contribution of the Media to the Strengthening of Peace and International Understanding, to the development of human rights and to the Fight against Racism and Apartheid and Incitement to War of November 28, 1978

Council of Europe Convention on the Protection of the Individual in Connection with the Automatic Processing of Personal Data of January 28, 1981

European Convention for the Protection of Human Rights and Fundamental Freedoms.

European Convention on Cross-Border Television.

Additional Protocol to the Geneva Conventions of August 12, 1949, concerning the protection of Victims of International Armed Conflicts.

Declaration on Mass Media and Human Rights of January 23, 1970

Declaration on the Basic Principles concerning the Contribution of the Mass media to the Strengthening of Peace and International Understanding, to the development of human rights and the fight against Racism and Apartheid and Incitement to War of 11/28/1978

Declaration of the Basic Principles of Justice for Victims of Crimes and Abuses of Power dated 11/29/1985

Declaration on the Right and Obligation of Individuals, Groups and Organs of Society to Promote and Protect Universally Recognized Human Rights and Fundamental Freedoms of 09.12.1998

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Sergo, A. G. Fundamentals of Intellectual Property Law for IT Specialists : textbook / A. G. Sergo, V. S. Pushchin. — 3rd ed. — Moscow, Saratov : Internet University of Information Technologies (INTUIT), AI Ar Media, 2020. — 292 p. — ISBN 978-5-4497-0342-2. — Text : electronic // Electronic library system IPR BOOKS : [website]. — URL: <https://www.iprbookshop.ru/89457.html>

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Intellectual property law. Volume 3. Means of individualization : textbook / A. S. Vorozhevich, O. S. Grin, V. A. Korneev [et al.]; edited by L. A. Novoselov. — Moscow : Statute, 2018. — 432 p. — ISBN 978-5-8354-1420-8. — Text : electronic // Electronic library system IPR BOOKS : [website]. — URL: <https://www.iprbookshop.ru/81120.html>

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Project management : workshop / Yu. Yu. Kostyukhin, O. O. Scriabin, E. P. Karavaev [et al.]. — Moscow : MISIS Publishing House, 2015. — 99 p. — ISBN 978-5-87623-843-6. — Text : electronic // Electronic library system IPR BOOKS : [website]. — URL: <https://www.iprbookshop.ru/57267.html>

### **The list of information technologies used in the implementation of the educational process for the completion of the final qualification work, including software**

The list of information technologies used during the internship, including software, Internet resources, databases, information and reference and search engines:

The list of information technologies used in the implementation of the educational process in the discipline

Internet resources, modern professional databases, information and reference and search engines

EBS "IPRbooks" <http://www.iprbookshop.ru>

<http://www.gosuslugi.ru>/Единый portal of public services of the Russian Federation

<http://www.consultant.ru> / SPS ConsultantPlus

<http://infomanagement.ru>.

<http://www.management-ru.ru>.

<https://rospatent.gov.ru/ru>

<https://www.copyright.ru/landing/zashita/?copyright=>  
<https://www.fips.ru>  
<http://government.ru/department/244/events/>  
[https://ptn.su/Copiya/Copiya\\_Rospatent.shtml](https://ptn.su/Copiya/Copiya_Rospatent.shtml)  
 – Electronic library system IPRbooks Access mode: <http://www.iprbooks.ru>  
 ; – Free online electronic library "Single window to educational resources"  
 Access mode: <http://www.window/edu/ru>;  
 – Free library on jurisprudence. Access mode: <http://www.allpravo.ru/library/>;  
 – [www.un.org](http://www.un.org) – The United Nations; – <http://www.coe.int> – Council of  
 Europe; [www.icj-cij.org](http://www.icj-cij.org)  
 – International Court of Justice (International Court of Justice);  
 – [www.curia.eu.int](http://www.curia.eu.int)  
 – Court of Justice of the European Communities;  
 – [www.echr.coe.int](http://www.echr.coe.int) – European Court of Human Rights  
 (EuropeanCourtofHumanRights);  
 – [www.worldcourts.com](http://www.worldcourts.com) – Information about international courts;  
 – Official server of state authorities of the Russian Federation:  
<http://www.gov.ru> ;  
 – Information channels of the State Duma, the Federation Council, the  
 Constitutional Court of Russia: <http://www.akdi.ru>;  
 – Higher Attestation Commission (HAC) of the Ministry of Education and  
 Science of the Russian Federation: <http://vak.ed.gov.ru>  
 – <http://www.gov.ru/main/page7.html> – Federal Assembly  
 – The Parliament of the Russian Federation; – <http://www.duma.ru>  
 – The State Duma of the Federal Assembly of the Russian Federation; –  
<http://www.council.gov.ru>  
 –The Federation Council of the Federal Assembly of the Russian Federation; –  
<http://www.ks.rfnet.ru>  
 – The Constitutional Court of the Russian Federation; – <http://www.scrf.gov.ru>  
 – The Security Council of the Russian Federation; –  
<http://www.gov.ru/main/page10.html>  
 – Judicial power of the Russian Federation; – <http://www.genproc.gov.ru/>  
 – Prosecutor's Office of the Russian Federation; – <http://kremlin.ru/>  
 – President of the Russian Federation; – <http://www.government.ru>  
 – The Government of the Russian Federation; – <http://www.mvd.ru> – Ministry  
 of Internal Affairs of the Russian Federation;  
 – [www.rg.ru](http://www.rg.ru) – website of Rossiyskaya Gazeta;  
 – [www.rg.ru](http://www.rg.ru) – server of Rossiyskaya Gazeta;  
 – <http://www.pravo.ru> – Portal "Law";  
 – <http://constitution.garant.ru> – Website of the Constitution of the Russian  
 Federation;  
 – <http://www.law.edu.ru> –The Federal legal portal "Legal Russia"; –  
<http://www.edulib.ru> – Central Library of Educational Resources; –



<http://yaca.yandex.ru/yca/cat/Society> / Judicial – Directory of sites "Legislation"; –  
<http://www.hro.org> – Portal "Human Rights in Russia";  
– <http://www.pravo.ru> – Legal news, reviews and analytics, court reports, laws,  
file of judges and arbitration cases, lawyers and lawyers

Appendix A

Statement on the election of the topic of the WRC and the appointment of a  
scientific supervisor

Dean of the Faculty of Economics and Management  
Moscow Polytechnic University \_\_\_\_\_)

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from the student(ci) \_\_\_\_\_ course  
directions of training

\_\_\_\_\_ forms of training

\_\_\_\_\_ name

statement

I ask you to approve the topic of the final qualifying work for me

\_\_\_\_\_  
\_\_\_\_\_ topic and appoint a  
supervisor \_\_\_\_\_ FULL NAME

" \_\_\_\_\_ " \_\_\_\_\_ 20 \_\_\_\_\_

G.

\_\_\_\_\_  
/signature/

Agreed: \_\_\_\_\_ / \_\_\_\_\_ /  
Academic degree, title, scientific supervisor

\_\_\_\_\_ / \_\_\_\_\_ /  
Academic degree, title, Head of the Department of Financial and Industrial  
Management

\_\_\_\_\_ / \_\_\_\_\_ /  
Academic degree, title, head of the final qualification work

Appendix B

Review of the supervisor

REVIEW OF THE SUPERVISOR  
FOR THE FINAL QUALIFYING WORK

Student \_\_\_\_\_

\_\_\_\_\_ last name, first name, patronymic

On \_\_\_\_\_ the  
topic \_\_\_\_\_

1. Relevance and practical/theoretical significance of the topic

\_\_\_\_\_

2. Scientific novelty

\_\_\_\_\_

3. Logical sequence of presentation

\_\_\_\_\_

4. The ability to use the methods of scientific research for the development of professional competencies

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. Reasonableness and concreteness of conclusions and proposals

\_\_\_\_\_

7. The ability to systematize information material

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. Sufficiency of the use of literary sources

\_\_\_\_\_

9. Independence of the approach to the disclosure of the topic of the WRC

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. The degree of validity of conclusions and recommendations

\_\_\_\_\_

\_\_\_\_\_

11. The quality of the master's thesis design, the quality of the illustrative material

---

12. A note to the student's work on the final qualifying work

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13. The Master's thesis meets / does not meet the requirements for a master's thesis, it is necessary to emphasize

May/may not (underline) be recommended for defense at a meeting of the SAC  
14. Student

---

\_\_\_\_\_  
surname, first name, patronymic

deserves to be awarded a master's degree in the field of training

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Scientific supervisor of the WRC \_\_\_\_\_

academic degree, title, full name

" \_\_\_\_\_ " \_\_\_\_\_ 20\_\_ G.

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signature of the supervisor