Ministry of Education and Science of Ukraine
National Aerospace University "Kharkiv Aviation Institute"

Department of Management and Business Administration (602)

APPROVED

Programme guarantor

_____ Andrej DORONIN____
(Signature)   (First name and SURNAME)

August 29, 2025

**SYLLABUS
OF A COMPULSORY ACADEMIC DISCIPLINE**

INTRODUCTORY PRACTICAL TRAINING

Field of Knowledge: 07 Management and Administration
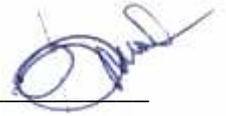
Specialty: 073 Management

Educational Programme: Management

Level of Higher Education: First (Bachelor's) level

The syllabus comes into force on 01.09.2025

Kharkiv – 2025

Compiler: <u>Lyba V.O., Associate Professor, PhD in Economics, Associate Professor</u>

The syllabus of the academic discipline was considered at the meeting of the Management and Business Administration Department

Protocol No. 1, August 29, 2025

Head of the Department,

PhD in Economics, Associate Professor   Valentyna HATYLO
                                               (signature)   (First name and SURNAME)

Agreed with the representative of the education seekers:
second (master's) level higher education seeker   Kristyna Gordienko

1. General information about the instructor

Full name: Vasyl Lyba	
Position: Associate Professor of Department 602	
Academic degree: PhD in Economics	
Academic title: Associate Professor	
List of courses taught: Strategic Marketing; Substantiation of Business Decisions and Risk Assessment; Marketing Management; Marketing Pricing	
Research interests: Management and modelling of enterprise sustainability, strategic planning, digital marketing	
Contact information: v.lyba@khai.edu	

2.   Description of the academic discipline

Form of study:	Full-time
Semester:	4
Language of instruction:	English
Type of discipline:	Compulsory
Scope of the discipline:	Full-time: 3 ECTS credits / 90 hours (24 contact hours, including: lectures – 0, practical classes – 24; independent study – 36); Part-time: 2 ECTS credits / 60 hours (20 contact hours, including: lectures – 4, practical classes – 16; independent study – 40)
Types of learning activities:	Practical (seminar) classes, independent work
Types of assessment:	Ongoing assessment, semester assessment – pass/fail test
Prerequisites:	The discipline is integrative
Corequisites:	
Postrequisites:	Industrial (on-the-job) practice

3. Purpose and objectives of the academic discipline

Purpose – to form primary professional competencies in second-year students of Specialty 073 "Management" through familiarization with the organizational and methodological principles of practical training, the specifics of a manager's activity in the modern digital environment, as well as acquiring skills in using digital tools for learning and teamwork in compliance with the principles of academic integrity.

Objectives:

• To form a responsible attitude to occupational health and safety issues under distance learning conditions.

• To familiarize students with the principles, norms and requirements of academic integrity at KhAI, as well as the consequences of their violation.

• To develop basic skills in using the digital educational environment and tools in the learning process and teamwork.

• To familiarize students with the specifics of financial activity in the IT sector.

• To develop skills of independent work, information analysis and presentation of the results of practical activities in accordance with established requirements.

Introductory practical training in the specialty is conducted in accordance with the curriculum in the fourth semester for five weeks at organizations and enterprises of various legal forms. Practical training of students ensures continuity and consistency in acquiring the required scope of practical skills and abilities in accordance with the requirements for training applicants of the first (Bachelor's) level of higher education.

Competencies acquired
General competencies:
GC05. Knowledge and understanding of the subject area and professional activity.
GC06. Ability to communicate in the state language orally and in writing.
GC08. Skills in using information and communication technologies.
GC12. Ability to generate new ideas (creativity).
Professional competencies:
PC01. Ability to identify and describe the characteristics of an organization.
PC02. Ability to analyze the results of an organization's activities and correlate them with the factors of the external and internal environment.
PC03. Ability to determine prospects for the development of an organization.
PC04. Ability to identify functional areas of an organization and relationships between them.
Expected learning outcomes
LO03. Demonstrate knowledge of theories, methods and functions of management, and modern leadership concepts.
LO04. Demonstrate skills in identifying problems and substantiating managerial decisions.
LO05. Describe the content of functional areas of an organization's activity.
LO06. Demonstrate skills in searching, collecting and analyzing information, calculating indicators to substantiate managerial decisions.
LO07. Demonstrate skills in organizational design.
LO08. Apply management methods to ensure the effectiveness of an organization's activities.
LO10. Possess skills in substantiating effective tools for motivating organizational personnel.
LO11. Demonstrate skills in situation analysis and communication in various areas of organizational activity.
LO20. Apply a logistics approach to managing organizational resources and enhancing their competitiveness.

4. Programme of introductory practice

Types of activities	Reporting
Review materials	Familiarization with all materials provided in the Mentor system and the practice calendar plan.
Complete safety training	Occupational health and safety briefing: study safety instructions, pass the test, add safety instructions to the practice diary.
Academic integrity	Academic integrity at KhAI: study the code and regulations, rules, requirements and consequences of violations.
Working with Google Workspace	Working with the Google Workspace environment: mastering basic tools for effective learning and teamwork.
Online practice	Management in product IT
Preparation of the practice report.	
Final assessment: Pass/fail test	

5. Preparation and submission of the practice report

After completing the practice, the student submits the following documents to the department practice supervisor:
- practice diary;
- practice report;
- a reference for the trainee student signed and certified by the head of the host organization.

The practice report is prepared in accordance with general requirements for students' academic papers (up to 30 pages, Times New Roman 14 pt, 1.5 spacing; margins: top and bottom – 2 cm, left – 2.5 cm, right – 1.5 cm) and has the following structure:
- title page;
- introduction (summary of practical activities);
- table of contents;
- main body according to the practice programme sections;
- results of the individual assignment; • conclusions and recommendations;
- list of references;
- appendices.

The report must be concise and include graphical materials (charts, tables, figures, diagrams, graphs) illustrating the results of the work performed. Appendices may include samples of primary documents and other materials characterizing the organization's activities. The report must have continuous page numbering and be bound. The report is reviewed and approved by the practice supervisors from the host organization and the department.

The written report together with other documents is submitted for review to the department practice supervisor. The report and diary must be signed by the supervisors from the organization and the department.

The practice report is defended by the student at a department meeting. Written reports are stored at the department.

6. Defence of the introductory internship report

The internship base management organizes a discussion of the results of the students' work and evaluates it according to the Bologna system. The main documents on the internship (diary, student work report, characteristics of each student) must be signed by the head of the internship base and certified with its seal. The documents are submitted to the teacher — the head of the introductory internship.

The results of the internship report are defended and assessed by the teacher — the head of the internship from the department.

The student's oral report may include:
1. Setting the goals and objectives of the introductory internship.
2. General description of the introductory practice bases.
3. Description of the work performed, tasks and results.
4. Justification of conclusions and proposals for the further use of practice materials.

The assessment is entered into the introductory practice defence protocol and the student's individual study plan.

7. Assessment criteria

Based on the results of the defence, a differentiated assessment is given, which is entered into the credit-examination record and the student's credit book, signed by the head of the internship from the Department of Management.

The assessment criteria are as follows:

A grade of '90-100 points' is given for a well-written report, a complete description of the content of the introductory internship on all topics, the presence of a practice diary with notes from

the practice supervisor from the enterprise, a review of the student's work at the practice site with a grade of 'excellent'; for clear and complete answers to questions from the practice supervisor from the Academy during the defence of the practice report.

Grade '75-89 points' Awarded for a well-written report on the introductory internship, clearly covering the content of each topic, the presence of a diary with a mark from the internship supervisor from the enterprise (institution), a review signed by the internship supervisor with a positive assessment, for correct but not entirely clear answers to questions from the internship supervisor from the Academy during the defence of the internship report.

Grade '60-74' The internship report generally complies with the work programme, but there are some shortcomings in terms of content: some calculations are missing, and the analysis of the company's performance indicators is incomplete. The student's answers to the questions asked by the Academy's internship supervisor during the defence of the internship report are unclear.

A grade of 'less than 60 points' is given for failure to complete the internship programme, partial consideration of the issues provided for in the credit structure, and an unsatisfactory assessment by the internship supervisor from the enterprise (institution) – the practice base, for the inability to answer the questions of the practice supervisor from the Academy during the defence of the practice report.

A student who has not submitted a report on the introductory internship or has received an unsatisfactory assessment during the defence is sent for a repeat internship. A student who receives a negative assessment for the second time is expelled from the university. The results of the internship are discussed at a meeting of the Department of Management and Business Administration. In general, a well-written report on the introductory internship is graded on a scale of up to 100 points.

8. Course policy

The procedure for making up missed classes (due to sick leave, mobility, etc.), uncompleted assignments, and checking for plagiarism in assignments completed by students, as well as compliance with academic integrity by all participants in the educational process, etc., are regulated by the provisions of the internal quality system (https://khai.edu/normativni-dokumenti).

Compliance with the requirements of academic integrity by students while studying a discipline. When studying an academic discipline, students must adhere to generally accepted moral and ethical norms and rules of conduct, as well as the requirements of academic integrity provided for in the Regulations on Academic Integrity of the National Aerospace University 'Kharkiv Aviation Institute'

(https://khai.edu/assets/files/polozhennya/polozhennya-pro-akademichnu-dobrochesnist.pdf).

Conflict resolution. The order and procedures for resolving conflicts related to corrupt practices, conflicts of interest, various forms of discrimination, sexual harassment, interpersonal relationships and other situations that may arise during training, as well as rules of ethical conduct are regulated by the Code of Ethical Conduct at the National Aerospace University 'Kharkiv Aviation Institute' (https://khai.edu/ua/university/normativna-baza/ustanovchi-dokumenti/kodeks-etichnoi-povedinki/).

9. Recommended literature

1. Ketchen, D. - Short, J.: Mastering Strategic Management, ISBN 13: 978-1-4533231-0-6
2. Ritson, N.: Strategic Management. 2011. ISBN 978-87-7681-417-5
3. Johnson, Gerry – Scholes, Kevan – Whittington Richard: Fundamentals of Strategy, 2nd edition, Pearson Education Limited. 2012
4. Campbell, David – Edgar, David – Stonehouse, George: Business Strategy. Palgrave McMillan. 2011.

5. Bartók István: Üzleti tervezés. Edutus Főiskola. Tatabánya. 2013.

6. Bartek Lesi M. - Bartók I. – Czakó E. – Gáspár J. – Könczöl E. – Pecze K.: Vállalati stratégia. Alinea Kiadó. Budapest. 2007.

7. Dess G., McNamara G., Eisner A., Sauerwald V. (2024). Strategic Management: Creating Competitive Advantages. 11th Edition. McGraw Hill.

8. Hambrick, D. C., & Fredrickson, J. W. (2005). Are you sure you have a strategy ?. Academy of Management Perspectives, 19(4), 51-62.

9. Plunkett, W. R., et al Management: Meeting and Exceeding Customer Expectations 9th Edition, South-Western College Publisher, 2007