

TECHNOLOGICAL PRACTICE

INTERNSHIP COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy

Concentration Electronic Marketing

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	6	8
Total course duration in hours / credit units	216 / 6	

1. Internship course outline (aims and objectives)

The purposes of the practice are to familiarize students with the methods and means of e-business implementation in an organization, as well as to acquire professional skills in the field of electronic marketing.

The objectives of the practice are:

- systematization, consolidation and expansion of theoretical knowledge gained in the study of general professional and special disciplines;
- familiarization with the organizational and managerial structure of the business entity, its specialization and conditions of activity in the market, the work of the main structural units;
- familiarization with the information support system, the level of automation of the organization's activities, studying the experience of creating and applying information technologies to solve production, economic, managerial and other tasks;
- study of the content and organization of the marketing activities of the business entity, the methods, technologies and tools of electronic marketing used;
- acquisition and development of professional skills, as well as practical problem solving skills in the field of electronic marketing;
- acquisition of work experience in the workforce;
- preparation for independent professional activity in the specialty, creation of motivational guidelines in relation to the future profession.

2. Course learning outcomes

Learning outcomes:

- to consolidate theoretical knowledge in the field of information technology, electronic business and electronic marketing;
- to master practical skills in using information technologies to automate an organization's business processes, including its marketing activities;
- to develop practical expertise of carrying out professional activities in the conditions of a labor collective.

3. Competencies

- possess the basics of research activities, search, analyze and synthesize information.
- be capable of self-development and improvement in professional activity.

4. Form of midcourse evaluation

Differentiated pass/fail.