PRE-GRADUATION INTERNSHIP

INTERNSHIP COURSE SYLLABUS ABSTRACT

Speciality 6-05-0611-04 Electronic economy
Concentration Electronic Marketing

	STUDY MODE	
	full-time	part-time
Year	4	5
Semester	8	10
Total course duration in hours / credit units	324 / 9	

1. Internship course outline (aims and objectives)

The aims of the practice are to consolidate the theoretical knowledge gained in the learning process, their application in the course of independent work in the organization in the specialty profile, as well as the collection, analysis and preparation of materials for writing a diploma thesis.

The objectives of the practice are:

– independent research of an urgent organizational, economic and/ or scientific and technical problem or the solution of real economic, managerial and technical problems at the place of practice in the organization, in its structural unit;

– consolidation of skills in collecting, systematizing and analyzing economic information;

– mastering professional information systems, platforms and technologies used in the organization;

– deepening of theoretical knowledge, practical skills and abilities in the field of design, programming and application of information systems and technologies in the field of electronic marketing;

– acquisition and development of professional skills, as well as practical problem solving skills in the field of electronic marketing;

– development and deepening of skills of independent work, work with literature;

– acquisition of work experience in a team;

– collection, systematization, generalization of material for completing the thesis.

2. Course learning outcomes

Learning outcomes:

– consolidate theoretical knowledge in the field of economics, information technology and electronic marketing;

– to master the practical skills to evaluate and propose economically sound solutions aimed at improving the efficiency of an organization's business processes, including its marketing activities, based on the use of modern information technologies;

– to develop practical expertise in collecting, systematizing and analyzing marketing information; professional work and solving practical problems in the field of electronic marketing.

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.