



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION**

Federal State Budgetary Educational Institution of Higher Education

"IRKUTSK STATE UNIVERSITY"

SAF, Baikal International Business School (Institute)

Strategic and Financial Management Department



APPROVED:

Dean of SAF, Baikal International Business
School (institute)

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April 14, 2025

Practice Syllabus

Type of Practice: Academic

Discipline: Б2.О.03(У) Academic Practice. Project Practice

Method of Practice Delivery: stationary

Format: discrete

Major 27.03.05 Innovatics

Specialization: Management of Innovative and IT Projects and Products

University Degree: Bachelor

Full time

Approved by the Academic and
Methodological Council of Baikal
International Business School (institute)
Protocol № 4 of March 26, 2025

Chairperson  V.M. Maksimova

1. Goals of academic practice:

- to introduce the student with organizational management processes and develop skills for their execution;
- to apply the studied theoretical management tools;
- to master techniques of innovative approaches to management;
- to develop professional skills in accordance with the chosen profession;
- to consolidate and deepen acquired theoretical knowledge;
- to holistically develop the student's general cultural and professional competencies, and acquire practical skills in independently solving problems in the field of managing innovative and IT projects and products.

2. Objectives academic practice:

- a) for students to acquire skills and abilities based on knowledge gained during theoretical training;
- b) to master professional and practical skills, production techniques, and modern methods of organizing and managing innovative and IT projects and products;
- to master the fundamentals of the profession in the operational sphere: to familiarize with and assimilate the methodology and technology for solving professional tasks (problems);
- to introduce with the innovative, including marketing and managerial, activities of enterprises, organizations, and institutions (internship bases);
- to develop the skills of searching for, critically analyzing, and synthesizing information necessary for organizing and managing innovative and IT projects and products;
- to introduce with the methodology for developing and preparing innovative and IT projects and products.

3. Place of the discipline in the CPEP structure

The Academic project practice B2.O.03(Y) belongs to compulsory part of Block 2: Courses (Modules) within the Bachelor's degree program.

The Project Practice is aimed at developing students' general cultural and professional competencies and to equip them with practical skills for independently solving problems in the field of managing innovative and IT projects and products. During the practice students gain experience in independent and research work, acquiring primary professional skills.

Codes for Study Cycles, Disciplines, and Practice	Title of Study Cycles, Disciplines, and Practice	Content-Based and Logical Connections		Competency Codes
		Codes of academic disciplines (Modules) and Practices		
		based on the content of this academic disciplines (modules) and Practices	provides fundamental support for this academic discipline (modules) and Practices	
1	2	4	5	6
B2.O.03(Y)	Project Practice	Б1.О.02 Project Management Б1.О.11 Economic Culture and Fundamentals of Financial Literacy Б1.О.13 Applied Programming and Database Tools Б1.О.14 Management Б1.О.24 Information Technologies Б1.О.25 Marketing of Innovations Б1.О.26 Introduction to Innovation Management Б1.В.02 Entrepreneurial Psychology Б1.В.03 International Innovation Environment and Public Relations Б1.В.11 Introduction to Team Management Б1.В.12 Human Resource Management Б1.О.05 Foreign Language	Б2.В.01(II) Industrial Practice. Organizational and Management Practice	UC-1.1 UC -1.2 UC -2.1 UC -2.2 UC -3.1 UC -3.2 UC -4.1 UC -4.2 UC -4.3 UC -5.1 UC -5.2 UC -5.3 UC -6.1 UC -6.2 UC -6.3 UC -10.1 UC -10.2

4. Method and format of the Academic practice

The practice is conducted in a stationary manner in a discrete format.

5. Place and Timing of the Academic practice

The practice is organized at the Strategic and Financial Management Department of Baikal International Business School in the 4th semester. In the case of an off-site practice, an agreement with a host enterprise is expected to be concluded.

For students with disabilities, the practice is organized taking into account their specific needs, individual capabilities, and health status.

6. List of planned learning outcomes for the practice, mapped to competency Achievement Indicators

Competency	Competency Achievement Indicator	Learning Outcomes
<p>UC-1 Is able to search, critically analyze and synthesize information, apply a systematic approach to solve set tasks</p>	<p>UC-1.1 Searches, critically analyzes and synthesizes information necessary for solving set tasks</p>	<p>Knowledge: - techniques and methods for searching, analyzing, and synthesizing information; Abilities: - apply techniques and methods for searching, analyzing, and synthesizing information; Skills: - the skills of rational and reliable acquisition, search, analysis, and synthesis of information.</p>
	<p>UC-1.2 Applies a systematic approach to solving set tasks</p>	<p>Knowledge: - the essence, concepts, and techniques of the systems approach; Abilities: - the ability to identify elements of the systems approach in production and business processes. Skills: - practical skills in applying the systems approach.</p>
<p>UC-2 Is able to identify tasks within a set goal and select optimal solutions based on current legal norms, available resources and constraints</p>	<p>UC-2.1 Formulates a set of tasks within the project's framework that ensure the achievement of its goal</p>	<p>Knowledge: - techniques for formulating a set of tasks aligned with a given objective; Abilities: - the ability to break down objectives into a structured set of tasks. Skills: - proficiency in task decomposition and alignment with strategic goals.</p>
	<p>UC-2.2 Selects optimal methods for task resolution, taking into account current legal norms and existing conditions, resources, and constraints</p>	<p>Knowledge: - decision-making methods based on applicable legal norms, available resources, and constraints. Abilities:</p>

		<p>- ability to develop group and organizational communication plans; assign tasks to team members; formulate team strategy; apply effective team leadership styles to achieve set goals.</p> <p>Skills:</p> <p>-Proficiency in team organization and management methods, including managing interpersonal, group, and organizational communications within a team to achieve objectives.</p>
<p>UC-3 Is able to carry out social interaction and fulfill one's role in a team</p>	<p>UC-3.1 Defines one's role in a team based on a cooperation strategy to achieve the set goal</p>	<p>Knowledge:</p> <p>-team roles and collaboration strategies.</p> <p>Abilities:</p> <p>-ability to identify one's role within a team based on the chosen collaboration strategy to achieve a set goal.</p> <p>Skills:</p> <p>-proficiency in applying collaboration strategies to achieve objectives.</p>
	<p>UC-3.2 Takes into account the experience, ideas and behavioral characteristics of team members to achieve the set goal</p>	<p>Knowledge:</p> <p>-the principles and methods for analyzing individual team member behaviors to achieve set goals.</p> <p>Abilities:</p> <p>-the ability to account for and leverage individual behavioral traits within a team to drive goal attainment.</p> <p>Skills:</p> <p>- proficiency in effectively harnessing the collective experience, ideas, and behavioral strengths of team members to achieve objectives.</p>
<p>UC-4 Is able to conduct business communication in oral and written forms in the state language of the Russian Federation and in a foreign language/foreign languages</p>	<p>UC-4.1 Demonstrates the ability to exchange business information in oral and written forms in the state language, accounting for stylistic features of formal and informal correspondence and socio-cultural differences</p>	<p>Knowledge:</p> <p>-business etiquette and conventions for exchanging information in both oral and written forms.</p> <p>Abilities:</p> <p>-the ability to conduct business communication (oral and written) in the official language, adapting style for formal and informal correspondence while accounting for sociocultural nuances.</p>

		<p>Skills:</p> <ul style="list-style-type: none"> - proficiency in drafting formal and informal business correspondence with a keen awareness of sociocultural differences.
	<p>UC-4.2 Demonstrates ability to exchange business information in oral and written forms in at least one foreign language</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> -business etiquette and conventions for exchanging information in both oral and written forms in at least one foreign language. <p>Abilities:</p> <ul style="list-style-type: none"> - the ability to conduct business communication (oral and written) in the official and a foreign language, adapting style for formal and informal correspondence while accounting for sociocultural nuances; <p>Skills:</p> <ul style="list-style-type: none"> -proficiency in drafting formal and informal business correspondence in foreign language(s), with a keen awareness of sociocultural differences.
	<p>UC-4.3 Selects communication style according to partnership goals and conditions; adapts speech, style, and body language to the interaction context</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> -communication styles, nonverbal cues (body language), and their impact. professional communication. <p>Abilities:</p> <ul style="list-style-type: none"> -the ability to select an appropriate communication style and adapt one's delivery based on the partnership's objectives and context. <p>Skills:</p> <ul style="list-style-type: none"> -proficiency in the strategic use of body language and nonverbal communication in various business situations.
<p>UC-5 Is able to perceive the intercultural diversity of society in socio-historical, ethical and philosophical contexts</p>	<p>UC-5.1 Recognizes the intercultural diversity of society in a historical context and interprets the history of Russia within the framework of global historical development</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> -key epochs of world history and their influence on cultural diversity; pivotal events in Russian history and their interconnection with global processes. <p>Abilities:</p>

		<p>- to interpret contemporary global trends through the lens of historical experience and assess the role of innovation in historical transformations.</p> <p>Skills:</p> <p>-proficiency in applying historical insight to foster effective cross-cultural communication and interaction</p>
	<p>UC-5.2 Recognizes the cultural, ethno-national, denominational, normative-value, and socio-historical diversity of society within a philosophical context</p>	<p>Knowledge:</p> <p>- foundational concepts of cultural and social diversity; key stages of global historical development and their impact on value formation.</p> <p>Abilities:</p> <p>- to analyze cultural and social differences in professional and interpersonal communication, and to apply principles of tolerance in international cooperation</p> <p>Skills:</p> <p>- proficiency in critical engagement with cultural and social differences and in effective intercultural communication.</p>
	<p>UC-5.3 Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnicities, and confessions, including world religions, philosophical and ethical teachings, in social and professional communication</p>	<p>Knowledge:</p> <p>-socio-cultural traditions and historical heritage of key ethnic and social groups; major world religions and their impact on business ethics and corporate culture.</p> <p>Abilities:</p> <p>- to analyze cultural context when working with international teams and clients, adapt communication style to audience specifics, and resolve cross-cultural conflicts in a professional setting.</p> <p>Skills:</p> <p>-proficiency in intercultural negotiation (including non-verbal communication) and methods for researching the cultural profiles of target audiences.</p>
<p>UC-6 Is able to manage one's time, build and implement a self-development trajectory</p>	<p>UC-6.1 Selects and uses time management tools and methods when performing specific tasks</p>	<p>Knowledge:</p> <p>-core principles, tools, and methods of time management for task execution.</p> <p>Abilities:</p>

<p>based on the principles of lifelong learning</p>		<p>-effectively apply time management tools and techniques to complete specific tasks. Skills: -proficiency in selecting and tailoring the most appropriate time management strategies and tools for a given task or context.</p>
	<p>UC-6.2 Defines self-development and professional growth tasks, builds a time trajectory for their achievement with justification of relevance and determination of necessary resources for their implementation</p>	<p>Knowledge: -the principles of setting meaningful goals for self-development and professional advancement. Abilities: - to design and implement a personal roadmap with clear milestones for achieving these goals. Skills: -proficiency in identifying and securing the necessary resources (time, knowledge, networks, tools) to execute a personal development plan.</p>
	<p>UC-6.3 Carries out planning and builds a trajectory of personal and professional development based on the principles of lifelong learning, using tools of continuous education</p>	<p>Knowledge: -Foundational principles for designing a personal and professional development pathway. Abilities: -to create, implement, and adjust a strategic plan for continuous personal and professional growth. Skills: -proficiency in utilizing lifelong learning tools and resources to advance along one's chosen development trajectory.</p>
<p>UC-10 Is able to make well-grounded economic decisions in various spheres of life</p>	<p>UC-10.1 Understands the fundamental principles of economic functioning and economic development, the goals and forms of state participation in the economy</p>	<p>Knowledge: -foundational economic concepts and principles; the role of the state in the economy; distinctive features of an innovation-driven economy. Abilities: - to analyze the impact of macroeconomic factors on innovation projects and assess the implications of government policy decisions for business and the technology sector. Skills:</p>

		-proficiency in evaluating economic policy from both business and societal perspectives and in applying economic reasoning to the design and appraisal of innovative ventures.
	<p align="center">UC-10.2</p> Applies methods of personal economic and financial planning to achieve current and long-term financial goals; uses financial instruments for personal finance (personal budget) management; monitors personal economic and financial risks	<p>Knowledge:</p> -fundamentals of personal financial planning and core principles of household budgeting. <p>Abilities:</p> - to create a personal financial plan, analyze income and expenses using appropriate tools, and calculate an adequate emergency fund. <p>Skills:</p> -proficiency in budget management and applying critical thinking to evaluate financial products and offers.

7. Contents and practice structure

The duration and timeline of the academic (project) practice are defined by the curriculum is 3 weeks.

Practice scope is 5 credits, 180 hrs.

Deistributed as follows:

Contact hours (including consultations with the University practice supervisor) – 68 hours;

Independent work – 104 hours;

Assessment – 8 hours.

Academic practice plan

№	Title of Practice's phase	Hours	Days
1	2	3	4
1.	Preparatory phase	4	1
2.	Operational phase	64	6
3.	Endequent work	104	12
4.	Final phase	8	1
	Total	180	20

Contents and practice structure

№	Practice's phase	Type of Professional Activity and Hours	Competency Achievement Indicator	Formative Assessment Formats
1	2	3	4	5
1	Preparatory phase	Organizational Meeting Health, safety, and occupational safety briefing	2 UC-1.1 UC-1.2	Test, oral questioning on Occupational health and safety rules

		Review of internal work regulations and work schedule Confirmation	2		
		Briefing on Reporting Documentation and Procedures	2		
2	Operational phase	Defining the goals and objectives of the academic practice Familiarization with the company's organizational and economic standing. Selecting a topic and justifying the relevance of developing an innovative / IT product project. Gathering information necessary to complete the assigned task. Consultations with the practicum supervisor.	2 6 4 40	UC-1.1 UC-1.2 UC-2.1 UC-2.2 UC-3.1 UC-3.2 UC-6.1 UC-6.2	Project timeline Practice logbook Practice report
3	Endependent Work	Analysis of the gathered information. Assessment of the organization's material and technical capabilities for implementing an innovative / IT project and product. Development and justification of an innovative / IT project and product proposal for the organization.	20 84	UC-1.1 UC-1.2 UC-2.1 UC-2.2 UC-3.1 UC-3.2 UC-6.1 UC-6.2 UC-10.1 UC-10.2	Work in the learning management system (LMS) Progress reports during supervision meetings
4.	Final phase	Submission of practicum documents Developed Innovative / IT Project and Product Proposal for the organization	8	UC-3.1 UC-3.2 UC-4.1 UC-4.2 UC-5.1 UC-5.2 UC-6.1 UC-6.2 UC-10.1 UC-10.2	Completion of Individual Task Submission of Final Documents to the learning management system (LMS) Defense of the Practice report

8. Teaching and learning, research, and industry-applied methodologies in the Academic practice

1. During the academic practice, the supervisor should use modern educational and applied research technologies.

2. Introductory lectures and safety briefings should be conducted in facilities equipped with a screen, video projector, and personal computers. This approach enables supervisors and international specialists to optimize time spent on content delivery and cover a greater volume of material effectively.

3. A remote consultation format is to be employed during specific stages of the practicum and the preparation of the final report.

4. Supervisors and students shall use necessary computer technologies and software for information gathering and analysis, planning, and implementing the educational methodologies required by the practicum program. This includes the use of expert information-retrieval systems, work with resources in global networks, and electronic dictionaries and other digital tools for solving linguistic and managerial tasks.

5. Monitoring of project outcomes should be conducted using diverse types of assignments and assessment criteria.

The following active learning and research-focused methods are recommended: guided discussions, problem-based learning, the guided inquiry method, and the structured development of student research skills (including conducting academic research, selecting models for data interpretation, and presenting findings).

Supervisors are encouraged to incorporate business and role-playing simulations, field excursions, case study analysis, project development, and structured independent work within the Learning Management System (LMS).

9. Educational, Methodological, and Information Support

During the academic practicum, students are expected to apply the knowledge, skills, and competencies acquired in their coursework in Project Management, Management, Applied Programming Tools and Database Management, Innovation Marketing, as well as during practical sessions in computer labs.

The independent work component is designed to further develop students' ability for self-directed learning of theoretical and practical knowledge, and to master professional skills in the fields of educational, instructional, cultural-educational, and research activities.

This includes:

- use various information resources to complete assigned tasks.
- Independent study of scientific, scholarly-methodological, methodological, and academic literature relevant to the research topic.
- Compiling summaries and notes from the studied information materials.
- Completing, formatting, and presenting academic assignments.
- Consultations with faculty members and the practice supervisor.

The following section outlines the core theoretical concepts required for independent study, detailing the key components of the relevant technologies:

- Independent Work Assignments for Students;
- Positioning and Branding;
- Localization of IT Products;
- Non-Traditional (Alternative) Marketing and Promotion Methods;
- Product Ecosystem.

10. Forms of formative and Summative Assessment

The academic practice is assessed a graded pass/fail examination in the 4th semester.

Monitoring and evaluation of the practice learning outcomes are conducted by the supervisor from Irkutsk State University (ISU). The assessment is based on observing the student's practical performance in profession-related activities, reviewing all submitted documentation, and considering the evaluation report (if available) from the supervisor at the organization.

The results of the academic practice are assessed in accordance with the Regulations on the Point-Rating System for Academic Performance at Irkutsk State University (ISU), using the following scale:

Response description	Mark
Less than 60% correct answers	2 (Unsatisfactory)
From 60% to 69% correct answers	3 (Satisfactory)
From 70% to 84% correct answers	4 (Good)
More than 85% correct answers	5 (Excellent)

11. Forms of final reporting and required documents for the academic practice

The following documents are required for practice completion and must be submitted for final assessment:

- Practice logbook;
- Practice Report.

From the first day until the completion of the practice, the student is required to maintain a practice logbook. This logbook is an integral part of the final report and serves as a source for its preparation. Entries must be made daily. Each entry should document:

- The types of work performed.
- The scope and a brief description of the activities.
- The time spent on each task.
- Any difficulties encountered, their nature, and the steps taken to resolve them.
- Identified gaps in the student's theoretical knowledge.

Supervisor's Review: The practice supervisor periodically reviews the logbook. The supervisor provides notes on the logbook's maintenance and the quality of the student's work.

Final Evaluation: In the logbook, the supervisor provides a final assessment of the practicum. This includes feedback on the student's fulfillment of the practicum program, their attitude towards assigned tasks, the materials collected, and the final grade.

The Practice report is prepared individually by each student based on their specific practicum assignment and must reflect their activities during the placement.

Content Requirements:

- The report should cover all topics studied during the practicum and present analytical results, conclusions, and recommendations.
- Structure: The report must include the following sections: title page, table of contents, introduction, main body, conclusion (summarizing the work done, presenting findings and recommendations), reference, appendices (if applicable – e.g., charts, tables, supporting materials).

12. Evaluation for summative control and formative assessment

Assessment Criteria for Oral Report Presentation (Aligned with Universal Competencies UC from 1 to10):

- «Excellent» / 5: Exemplary Performance. The presentation is logically flawless and structured as a model. It features independent synthesis, conclusions, and insights. The student demonstrates mastery-level evidence of the assessed competencies: high cultural and critical thinking; superior ability to perceive, synthesize, and analyze information, set goals, and choose effective paths; clear, logical, and persuasive oral communication; clear drive for personal and professional growth; acute awareness of their future profession's social significance; strong professional motivation; and a sophisticated ability to analyze socio-economic and technological issues while considering the social and managerial implications of decisions.

- «Good» / 4: Proficient Performance. The presentation is logical with minor flaws. It includes the student's own generalizations and conclusions. The student demonstrates proficient-level evidence of the assessed competencies: solid critical thinking; good ability to work with information, set goals, and communicate clearly; clear striving for self-development; understanding of their profession's social role; above-average professional motivation; and a competent ability to analyze key problems and account for the consequences of managerial actions.

- «Satisfactory» / 3: Adequate Performance. The presentation's logic has significant gaps but contains some independent thought. The student demonstrates a basic, developing level of the assessed competencies: foundational critical thinking and information processing skills; adequate oral communication; some engagement in self-development and awareness of professional social responsibility; average professional motivation; and a developing, below-average ability to analyze problems and evaluate decision outcomes.

- «Fail» / 2: Insufficient Performance. The presentation's logic does not meet the core requirements. The student fails to demonstrate the minimum required level of the assessed universal competencies, including critical thinking, information analysis, goal-setting, coherent oral communication, commitment to self-development, professional motivation, and the ability to analyze significant issues or consider the broader implications of decisions.

List of Competencies with Indication of their development stages during the practice

Competency	Competency Achievement Indicator	Development stage
UC-1	UC-1.1	Provided
	UC-1.2	Developed
UC-2	UC-2.1	Mastered
	UC-2.2	Developed
UC-3	UC-3.1	Provided
	UC-3.2	Provided
UC-4	UC-4.1	Provided
	UC-4.2	Mastered
	UC-4.3	Developed
UC-5	UC-5.1	Provided
	UC-5.2	Developed
	UC-5.3	Mastered
UC-6	UC-6.1	Provided
	UC-6.2	Mastered
UC-10	UC-10.1	Provided
	UC-10.2	Provided

The formative assessment is conducted on a date specified in the academic schedule in the form of a graded (differentiated) pass/fail examination.

For the assessment, the student must submit the following documents:

- Practice logbook, signed by the supervisor
- Practice report.

12.1 Grading criteria of response for the academic practice

The overall practice grade is calculated as the average of two component scores:

The formative assessment score (based on completion of independent assignments and participation in business simulations and role-playing exercises).

The summative assessment score (based on the oral practicum defense/presentation).

The table below provides the correspondence between the point score and the level of competency attainment.

Level of Competency Development	Mark	Explanation
Advanced	Excellent	The theoretical content of the course has been mastered completely and without gaps. All required competencies have been successfully formed, and all academic assignments stipulated by the program have been completed. The practicum supervisor has no remarks, and the student has demonstrated a high degree of personal initiative
Proficient	Good	The theoretical content of the course has been fully mastered, the required competencies have been formed, and all program-mandated academic assignments have been completed with only minor shortcomings/remarks.
Basic	Satisfactory	The theoretical content of the course has been partially mastered; however, the gaps in knowledge are not fundamental. The core competencies have been formed. The majority of the program-mandated academic tasks have been completed, but the work contains errors.
Insufficient	Fail»	The theoretical content of the course has not been mastered, and the required competencies have not been developed. The majority of learning assignments stipulated by the program have either not been completed or contain fundamental errors. Furthermore, additional independent study of the material will not lead to any significant improvement in the quality of assignment completion.

Formative and summative assessment for students with disabilities in the practicum context employs an adapted bank of evaluation tools. These tools are modified to account for individual health and information processing requirements and may involve the provision of appropriate assistive devices and technologies.

13. Educational, methodological, and information support for the discipline

a) Required Reading:

1. Алексеева, М. Б. Анализ инновационной деятельности : учебник и практикум для вузов / М. Б. Алексеева, П. П. Ветренко. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2025. — 337 с. — (Высшее образование). — ISBN 978-5-534-14499-4. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560646>
2. Поляков, Н. А. Управление инновационными проектами : учебник и практикум для вузов / Н. А. Поляков, О. В. Мотовилов, Н. В. Лукашов. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2025. — 384 с. — (Высшее образование). — ISBN 978-5-534-15534-1. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560561>
3. Организационное поведение : учебник и практикум для вузов / под редакцией Г. Р. Латфуллина, О. Н. Громовой, А. В. Райченко. — Москва : Издательство Юрайт, 2025. — 291 с. — (Высшее образование). — ISBN 978-5-534-16430-5. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560975>
4. Организационное поведение : учебник и практикум для вузов / под редакцией С. А. Баркова. — Москва : Издательство Юрайт, 2024. — 453 с. — (Высшее образование). — ISBN 978-5-534-00926-2. — Текст: электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/536102>
5. Казакова, Н. А. Современный стратегический анализ : учебник и практикум для вузов / Н. А. Казакова. — 4-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2025. — 453 с. — (Высшее образование). — ISBN 978-5-534-17949-1. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560469>

b) Software

1. Basic installation kit for: Office 2010 Services for granting the right to use the Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent. program, 39 licenses for the ISU BMBSH. Contract No. 03-K-1131 dated November 29, 2021 KOSGU 226.4
2. Project Standard 2007, Access 2007 – ISU Azure Dev Tools for Teaching subscription (Visio, Project) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
3. Microsoft Project Professional 2010, ISU Azure Dev Tools for Teaching subscription (Visio, Project) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
4. Windows 7, Windows 10 operating systems – Services for granting the right to use the Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent. program, 39 licenses for the ISU BMBSH. Contract No. 03-K-1131 dated November 29, 2021 KOSGU 226.4
5. Antivirus software - Dr.Web renewal Contract No. Tr000582689/03-E-0043 dated February 5, 2021, invoice No. Tr000582689 dated February 8, 2021
6. WinRAR archivers: 3.x: Standard Licence - for legal entities 100-199 licenses – Appendix No. 1 to contract No. 15422/IRK11 CJSC "Softline Trade" dated February 5, 2010
7. Network client part – Software rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL 120 licenses - invoice Tr000051059 CJSC "Softline Trade" dated October 27, 2015
8. Firewall, Proxy functionality – Software usage rights for Traffic Inspector GOLD discounted invoice Tr005456 CJSC "Softline Trade" dated August 27, 2013
9. Traffic Inspector GOLD Special* for 5 years Contract RSZ-0000276 dated November 16, 2021 KOSGU 226.4 License renewal

c) Data bases, search and reference systems, and information systems

1. ELS "Bibliotech". State Contract No. 019 dated 22.02.2011, LLC "Bibliotech". License Agreement No. 31 dated 22.02.2011. Access address: <https://isu.bibliotech.ru/> Validity period: from 22.11.2011, indefinite.
2. ELS "Rukont". Contract No. 98 dated 13.11.2020; Certificate No. bK-5415 dated 14.11.20. Validity period until 13.11.2021. Access: <http://rucont.ru/>
3. ELS "Lan Publishing House". LLC "Lan Publishing House". Information letter No. 128 dated 09.10.2017. Validity period: indefinite. Access address: <http://e.lanbook.com/>
4. ELS "National Digital Resource 'Rukont'". CCB "Bibkom". Contract No. 04-E-0343 dated 12.11.2021. Access address: <http://rucont.ru/>
5. ELS "Aibooks.ru/ibooks.ru". LLC "Aibooks". Contract No. 04-E-0344 dated 12.11.2021; Certificate dated 14.11.2021. Access address: <http://ibooks.ru>
6. Electronic Library System "ELS Urait". LLC "Urait Electronic Publishing House". Contract No. 04-E-0258 dated 20.09.2021. Access address: <https://urait.ru/>

d) Periodicals

Russian periodicals (print and electronic), Internet resources.

Инновации	https://maginnov.ru
Инновации и инвестиции	https://innovazia.ru/
Инноватика и экспертиза	https://www.inno-exp.ru/
Бизнес-журнал	http://www.business-magazine.ru/
Секрет фирмы	http://www.kommersant.ru/sf
Свое дело	http://svdelo.ru/
Свой Бизнес	http://www.mybiz.ru/
Коммерсант деньги	http://www.kommersant.ru/money
Деловой журнал (РБК)	http://magazine.rbc.ru/
Хабрахабр	http://habrahabr.ru

International periodicals in English, Internet resources

Inc.	http://www.inc.com/
Chief Executive	http://chiefexecutive.net/
Fast Company	http://www.fastcompany.com/
Entrepreneur	http://www.entrepreneur.com/
Business Week (Bloomberg)	http://www.businessweek.com/
Business Insider	http://www.businessinsider.com/
SmartMoney	http://www.smartmoney.com/

International periodicals in Russian, Internet resources

Harvard Business Review Russia	http://hbr-r.ru/
Forbes	http://www.forbes.ru/

Reference Sources, Internet Resources

Wiki-проект E-xecutive	http://www.e-xecutive.ru/wiki/
Корпоративный менеджмент	http://www.cfin.ru

14. Material and technical support for the practice

Name of Specialized Premises and Self-Study Premises	Equipment of Specialized Premises and Self-Study Premises	List of Licensed Software. Details of Supporting Document
Lecture hall for lecture-type classes	<p>The hall is equipped with specialized (educational) furniture for 48 students and technical teaching aids for presenting educational information to a large audience. The demonstration equipment set includes:</p> <ol style="list-style-type: none"> 1. PC HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVD RV/kb/m/DOS/Solenoid Lock and Hood Sensor (RUS) 2. Monitor Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M 3. Projector Epson EB-1830 4. Active speakers Genius SP-S110 black 5. Video signal splitter Aten VS92A 2-port VGA <p>It is equipped with educational visual aids and electronic presentations that provide thematic illustrations for all topics specified in the discipline's syllabus.</p>	<p>BASE INSTALLATION KIT FOR: Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – contract with CJSC "Softline Trade" Tr026664 dated 17.05.2007 Project Standard 2007, Access 2007 - Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000023480 dated 19.05.2015 Windows operating systems under OEM pre-installation licensing programs, Microsoft MSDN AA academic collaboration programs. – contract with CJSC "Softline Trade" Tr017431 dated 15.05.2008 Windows operating systems under OEM pre-installation licensing programs, Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000031723 dated 05.08.2015 Antivirus software - Software rights for dr.Web Server Security comprehensive protection for 120 PCs (1 license per year) migration with additional purchase (LBW-BC-12M-120:119-C4) – contract with CJSC "Softline Trade" 13982/MOS2957 dated 22.01.2016 Archivers WinRAR: 3.x: Standard Licence - for legal entities, 100-199 licenses – contract with CJSC "Softline Trade" No. 15422/IRK11 dated 05.02.2010 Network client part: Software rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL, 120 licenses – contract with CJSC "Softline Trade" 13512/MOS2957 dated 29.10.2015 Firewall, Proxy functionality - Software usage rights for Traffic Inspector GOLD discounted – contract with CJSC "Softline Trade" Tr044356 dated 27.08.2013 Software usage rights for Traffic Inspector GOLD Special renewal for 1 year – contract with CJSC "Softline Trade" Tr000112196 dated 29.09.2016</p>
Room for seminar-type classes	<p>The room is equipped with specialized (educational) furniture for 48 students and technical teaching aids for presenting educational information to a large audience. The demonstration equipment set includes:</p> <ol style="list-style-type: none"> 1. HP Elite 8300 SFF PC (i5 3470/4GB/1TB/DVDR V/keyboard/mouse/DOS/Solenoid Lock and Hood Sensor (RUS)) 2. Viewsonic TFT 20" VA2014WM glossy-black monitor (5ms, 	<p>BASE INSTALLATION KIT FOR: Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – contract with CJSC "Softline Trade" Tr026664 dated 17.05.2007 Project Standard 2007, Access 2007 - Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000023480 dated 19.05.2015 Windows operating systems under OEM pre-installation licensing programs, Microsoft MSDN AA academic collaboration programs. – contract with CJSC "Softline Trade" Tr017431 dated 15.05.2008 Windows operating systems under OEM pre-installation licensing programs, Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000031723 dated 05.08.2015 Antivirus software - Software rights for dr.Web Server Security comprehensive protection for 120 PCs (1 license per year) migration with additional purchase (LBW-BC-12M-120:119-C4)</p>

	<p>20:1 contrast ratio, 250 cd/m², M/M)</p> <p>3. Epson EB-1830 projector</p> <p>4. Genius SP-S110 black active speakers</p> <p>5. Aten VS92A 2-port VGA video signal splitter</p>	<p>– contract with CJSC "Softline Trade" 13982/MOS2957 dated 22.01.2016</p> <p>Archivers WinRAR: 3.x: Standard Licence - for legal entities, 100-199 licenses – contract with CJSC "Softline Trade" No. 15422/IRK11 dated 05.02.2010</p> <p>Network client part: Software rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL, 120 licenses – contract with CJSC "Softline Trade" 13512/MOS2957 dated 29.10.2015</p> <p>Firewall, Proxy functionality - Software usage rights for Traffic Inspector GOLD discounted – contract with CJSC "Softline Trade" Tr044356 dated 27.08.2013</p> <p>Software usage rights for Traffic Inspector GOLD Special renewal for 1 year – contract with CJSC "Softline Trade" Tr000112196 dated 29.09.2016</p>
Hall for group and individual consultations, formative and summative assessment	<p>The hall is equipped with specialized (educational) furniture for 11 students, 5 workstations equipped with computers connected to the Internet and providing access to the Electronic Information and Educational Environment (EIOS) of FSBEI HE "ISU".</p> <p>Equipment:</p> <p>1. 5 workstations: System unit HP Compaq dc7800SFF Dual Core PE-2180, 4 Gb DDR2 PC6400, 160GB SATA 3.0 HDD</p> <p>2. 17.0" ViewSonic "VA703m" LCD display, 1280x1024, 8ms, TCO'03, silver-black (D-Sub, MM)</p> <p>3. One Hewlett-Packard LaserJet 3055 All-in-One multifunction printer.</p>	<p>BASE INSTALLATION KIT FOR: Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – contract with CJSC "Softline Trade" Tr026664 dated 17.05.2007</p> <p>Project Standard 2007, Access 2007 - Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000023480 dated 19.05.2015</p> <p>Windows operating systems under OEM pre-installation licensing programs, Microsoft MSDN AA academic collaboration programs. – contract with CJSC "Softline Trade" Tr017431 dated 15.05.2008</p> <p>Windows operating systems under OEM pre-installation licensing programs, Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000031723 dated 05.08.2015</p> <p>Antivirus software - Software rights for dr.Web Server Security comprehensive protection for 120 PCs (1 license per year) migration with additional purchase (LBW-BC-12M-120:119-C4) – contract with CJSC "Softline Trade" 13982/MOS2957 dated 22.01.2016</p> <p>Archivers WinRAR: 3.x: Standard Licence - for legal entities, 100-199 licenses – contract with CJSC "Softline Trade" No. 15422/IRK11 dated 05.02.2010</p> <p>Network client part: Software rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL, 120 licenses – contract with CJSC "Softline Trade" 13512/MOS2957 dated 29.10.2015</p> <p>Firewall, Proxy functionality - Software usage rights for Traffic Inspector GOLD discounted – contract with CJSC "Softline Trade" Tr044356 dated 27.08.2013</p> <p>Software usage rights for Traffic Inspector GOLD Special renewal for 1 year – contract with CJSC "Softline Trade" Tr000112196 dated 29.09.2016</p>
Room for student self-study work	<p>It is equipped with specialized (educational) furniture for 10 students and computer hardware connected to the Internet with access to the ISU Electronic Information and Educational Environment (EIOS).</p> <p>1. 10 units: ThinkCentre M80 Series SFF system unit kit:</p>	<p>BASE INSTALLATION KIT FOR: Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – contract with CJSC "Softline Trade" Tr026664 dated 17.05.2007</p> <p>Project Standard 2007, Access 2007 - Microsoft DreamSpark Premium Electronic Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000023480 dated 19.05.2015</p> <p>Windows operating systems under OEM pre-installation licensing programs, Microsoft MSDN AA academic collaboration programs. – contract with CJSC "Softline Trade" Tr017431 dated 15.05.2008</p> <p>Windows operating systems under OEM pre-installation licensing programs, Microsoft DreamSpark Premium Electronic</p>

	<p>Intel® Core™ i3-540 Clarkdale 2.93GHz / 1333MHz / Dual Core™ / 4M/73W / LGA 1156/32nm / 4GB PC3- 10600 SDRAM x 2 / 250 GB, 7200RPM SATA / DVD RW</p> <p>2. 10 units: 20.0" ViewSonic "VA2013w" LCD monitor, 1600x900, 5ms, TCO 03, black (D- Sub)</p> <p>3. HP LaserJet 5000N printer, A3, 22ppm, 32 MB, 250 & 500 sheet feeder, JetDirect 615n print server</p> <p>4. HP LaserJet 5100th printer, A3, 22ppm, 32 MB, 250 & 500 sheet feeder, JetDirect 615n print server</p>	<p>Software Delivery academic collaboration programs. – contract with CJSC "Softline Trade" Tr000031723 dated 05.08.2015</p> <p>Antivirus software - Software rights for dr.Web Server Security comprehensive protection for 120 PCs (1 license per year) migration with additional purchase (LBW-BC-12M-120:119-C4) – contract with CJSC "Softline Trade" 13982/MOS2957 dated 22.01.2016</p> <p>Archivers WinRAR: 3.x: Standard Licence - for legal entities, 100-199 licenses – contract with CJSC "Softline Trade" No. 15422/IRK11 dated 05.02.2010</p> <p>Network client part: Software rights for Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL, 120 licenses – contract with CJSC "Softline Trade" 13512/MOS2957 dated 29.10.2015</p> <p>Firewall, Proxy functionality - Software usage rights for Traffic Inspector GOLD discounted – contract with CJSC "Softline Trade" Tr044356 dated 27.08.2013</p> <p>Software usage rights for Traffic Inspector GOLD Special renewal for 1 year – contract with CJSC "Softline Trade" Tr000112196 dated 29.09.2016</p>
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15. Adaptive measures for the educational process during practice to accommodate students with disabilities and special needs

If necessary, the following methods and technologies are applied in the educational process to facilitate information perception by students with disabilities:

- Creating a text version of any non-text content for its possible conversion into alternative formats convenient for various users;
- Creating content that can be presented in various forms without loss of data or structure;
- Ensuring the possibility of scaling text and images without loss of quality;
- Creating an opportunity for students to perceive the same information from different sources (e.g., visual presentation of information for individuals with hearing impairments and auditory presentation for individuals with visual impairments);

Using software tools that enable the formation of declared competencies, mastery of skills and abilities developed during the practical training through alternative methods, including virtual laboratories and simulation technologies;

Using distance learning technologies for information delivery:

- a) Organizing various forms of interactive contact work between the student and the teacher, including webinars that can be used for virtual lectures with the possibility of interaction among all distance learning participants,
- b) Conducting seminars,
- c) Delivering presentations and defending completed work,
- d) Conducting training sessions,
- e) Organizing group work;

Using distance learning technologies for organizing forms of ongoing assessment and interim certification;

Increasing the duration of interim certification for a student with a disability compared to the standard duration: for a written pass/fail or graded pass/fail test — by no more than 90 minutes; for an oral test — by no more than 20 minutes.

The program is developed in accordance with the requirements of the FSES of HE for the major 27.03.05 Innovatics, specialization "Management of Innovative and IT Projects and Products".

Practice Syllabus is developed by associate professor of Strategic and Financial Management Department Yu. A. Saltykova,

The program was reviewed at the meeting of the Department of Humanities and Foreign Languages on March 21, 2025, protocol No. 9.



(signature)

Department Chair

N.B. Grosheva

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