

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

Кафедра менеджменту, логістики та інновацій

«ЗАТВЕРДЖУЮ»
Проректор з навчально-методичної роботи
Каріна НЕМАШКАЛО



**РОБОЧА ПРОГРАМА
ВИРОБНИЧОЇ ПРАКТИКИ**

рівень вищої освіти перший (бакалаврський)
галузь знань 07 «Управління та адміністрування»
спеціальність 073 «Менеджмент»
освітньо-професійна програма «Логістика»

Завідувач кафедри менеджменту, логістики та інновацій

 Олена ЯСТРЕМСЬКА

Гарант освітньо-професійної програми «Логістика»

 Тетяна КОЛОДІЗЄВА

Харків
2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

Management, logistics and innovations department

«AGREE»

Vice-rector for educational and methodical work



Karina NEMASHKALO

PROGRAM

MANUFACTURING INTERNSHIP

Study cycle first (bachelor)

Field of knowledge 07 "Management and administration"

Specialty 073 "Management"

Study program «Logistics»

Head of the department of management, logistics and innovation

Olena IASTREMSKA

Head of Study Program

Tetiana KOLODIZIEVA

Kharkiv
2023

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The program was agreed with the head of study program "Logistics"

The program was agreed at a meeting of department of management, logistics and innovations

Protocol of the meeting of the department №2 from 31.08.2023

The program has been prolonged:

20__/20__year Head of the department of management, logistics and innovations

_____Olena IASTREMSKA

Head of study program «Logistics»

_____Tetiana KOLODIZIEVA

The work program has been prolonged:

20__/20__year Head of the department of management, logistics and innovations

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INTRODUCTION

Internship is a mandatory component of the preparation of specialists with higher education. The internship of higher education applicants provides for the continuity and consistency of its implementation. The work program of the manufacturing internship has been drawn up in accordance with the educational and professional program "Logistics" of the first (bachelor's) degree of specialty 073 "Management".

In accordance with the educational plan, in order to strengthen the practical orientation of training specialists in the 3rd year, from the beginning of the 6th semester, manufacturing internship is provided at basic enterprises and organizations of any industry and form of ownership, that is, at internship sites that meet the requirements of the training program.

1. Characteristics, purpose, tasks and results of manufacturing internship

Number of credits	Total number of hours		Type of control	Term
3	90		Report	6
	from them::			
	internship	self-study		
	-	90		

1.2. The purpose of manufacturing internship is to form applicants' professional skills and abilities to make independent decisions during professional activities in real market conditions; deepening and consolidation of theoretical knowledge; mastering modern techniques, methods and tools in the field of their future profession; educating applicants to constantly update their knowledge and apply it creatively in internship.

1.3. Main tasks and results of manufacturing internship

The main task of the manufacturing internship is to form general and special competences required for the future profession. After completing the internship, applicants for higher education must achieve the results in accordance with the study programme. During the bachelor's manufacturing internship, the applicant must master the system of skills and acquire skills in solving typical tasks in

accordance with the positions that can be held by a graduate of a higher education institution - a bachelor's degree in management, whose main activity is management in organizations. After completing the internship, applicants for education must achieve results in accordance with the study program Logistics.

Special competencies (SC)	General competencies (GC)	Learning outcomes (LO)
	GC 9	LO3
SC1	GC 4	LO4
SC 1		LO5
SC2, SC1		LO7
SC1		LO8
	GC9, GC11	LO16
	GC3, GC10, GC11, GC14	LO17

where GC3. Ability to abstract thinking, analysis, synthesis.

GC4. Ability to apply knowledge in practical situations.

GC9. Ability to learn and master modern knowledge.

GC10. Ability to conduct research at the appropriate level.

GC11. Ability to adapt and act in a new situation.

GC14. Ability to work in an international context.

SC1. Ability to identify and describe the characteristics of an organization.

SC2. Ability to analyses the results of the organization's activities, compare them with the factors of influence of the external and internal environment.

LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO4. Demonstrate skills in identifying problems and justifying management decisions

LO5. Describe the content of the functional areas of the organization.

LO7. Demonstrate organizational design skills.

LO8. Apply management methods to ensure the effectiveness of the organization.

LO16. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, being critical and self-critical.

LO17. Perform research individually and/or in a group under the guidance of a leader.

2. Content and organization of manufacturing internship

The supervisors are appointed by the graduating department and issued by an order of the rector. After signing the order, changes in the organizational issues of the manufacturing internship are not allowed.

Before the start of the internship, the supervisors of the internship from the graduating department of Simon Kuznets HNUE conduct a meeting on the manufacturing internship, where they introduce the applicants to the purpose, tasks of the internship, the calendar plan of the internship, the requirements for writing

reports on the internship, the responsibilities of the applicants during the internship. At the induction meeting, a safety training is conducted during the manufacturing internship, and a corresponding entry is made in the safety training book. Another safety briefing is conducted directly at the enterprise - the base of internship, taking into account the specifics of the enterprise.

3. Requirements for production internship bases:

Enterprises, the base of internship – are enterprises of various forms of ownership, types of economic activity, organizational and legal status, which are legal entities and have been operating in the market for at least one year.

The enterprises must meet modern requirements, i.e., they must use advanced forms and methods of management and organization of planning and economic work, commercial and marketing activities, accounting, and implement advanced production, labour and management technologies. In addition, the enterprise must be staffed by highly qualified specialists capable of creating appropriate conditions for applicants to acquire professional skills.

Supervisor of the manufacturing internship from the department:

before the start of the manufacturing internship, conducts an organizational and methodological consultation where he explains the purpose, objectives, programme, content and calendar schedule of the internship, the list and procedure for preparing the documents necessary for the internship and defense of the report, introduces the requirements for reports and criteria for their evaluation, and gives out referrals for internship;

helps to choose and correctly formulate the topic of the individual task;

directs the work of the applicant, reserving the right to take the initiative and independence of decision-making;

recommends to the applicant the main and additional literature and other sources on the topic of the individual task;

advises on the analysis of theoretical and methodological literature, the choice of methods for processing the collected data, and the presentation of the results;

determines the deadlines for completion and preparation of the report;

checks the materials of the internship presented in the reports and used by

the applicants in the calculations;

checks the report signed by the applicant and the supervisor of the internship from the enterprise, and if the report is completed in accordance with the established requirements, allows it to be defended;

conducts the defence in accordance with the established schedule and assigns a grade;

draws up a report on the results of the internship in the prescribed form, expresses comments and suggestions for improving the practical training of applicants.

Supervision of internship in the enterprise:

The manufacturing internship is supervised by highly qualified specialists who hold managerial positions (heads of linear and functional units) at the enterprise (institution, organisation) determined for the applicant as a internship base.

The enterprise supervisor is appointed by order of the director of the enterprise and is personally responsible for the organisation and conduct of the manufacturing internship in accordance with its work programme.

The enterprise internship supervisor

organises mandatory labour safety briefings;

ensures that applicants comply with labour safety rules at each workplace;

introduces the trainees to the organizational structure of the enterprise, the organization of production, labour and management, and key economic indicators;

organizes excursions around the enterprise for trainees, meetings and conversations with specialists and managers;

ensure that each trainee is assigned a specific work area and workplace;

draws up a work schedule for each trainee;

introduces trainees to the organization of work at specific workplaces, provides assistance in the correct performance of functional tasks of trainees, and in mastering the methods of rational performance of their future job duties;

creates the necessary conditions for the implementation of internship programmes by applicants;

ensures that applicants are not involved in work that does not correspond to the internship programme and future speciality.

Provides applicants with the opportunity to use the library, regulatory and other documentation necessary for the implementation of the internship programme.

upon completion of the internship, gives a characteristic for each trainee, which indicates the trainee's attitude to the tasks, timeliness and thoroughness of the assignments, discipline, readiness for independent work, the amount of knowledge and skills gained, and the quality of the report prepared by the applicant.

4. Individual tasks on internship

The topic of the individual task should correspond to the speciality 073 "Management", take into account the possibility of collecting data at the enterprise and their further use for the scientific work of higher education applicants, in-depth study of certain aspects of organizational and managerial activities in accordance with the future specialization, preparation and execution of research work, as well as a bachelor's degree.

The topic of the individual task is chosen directly by the applicant, agreed with the supervisor of the internship from the enterprise and approved by the supervisor of the internship from the department.

The individual task of manufacturing internship for applicants studying in advanced individual specialization, under targeted contracts with enterprises (organizations), is formulated taking into account the peculiarities of specialization. In this case, the study programme is agreed with the department of graduation individually.

If several applicants apply for the development of a specific topic at one enterprise (internship base), the topic is assigned by the supervisor of the internship from the department, taking into account the possibility of its implementation in the conditions of various industries and divisions, the degree of training, business qualities and the intended field of activity of the applicant.

In the first section, the higher education applicant must get acquainted with the specifics of the enterprise - the object of internship, its organizational structure, the state of management of the enterprise in general.

The result of such work should be a report on the following issues description of the enterprise's status (date of establishment, form of

ownership, organizational and legal form of business, degree of independence, mission of the enterprise, rights and obligations of the enterprise, scope of activity, compliance with the requirements for state registration and operation of the enterprise, etc;)

Characteristics of economic activity (specialization of the enterprise, predominant types of business operations, other types of activity);

nature of the organization of management of the company's activities (organizational structure of the company's management, characteristics of individual structural units, their functional purpose, rights, obligations, powers, nature of regulation of activities of individual employees of the company (contracts, job descriptions, etc.));

the nature of regulation and control over the business entity's activities by the state (departments), the state of compliance with state requirements;

the nature of management of the entity's activities by the owners (owners' rights, management and control bodies: the supreme management body of the enterprise, the body for supervision and control over the entity's activities, the frequency of their meetings, the nature of the issues under consideration);

description of instructional, regulatory and methodological materials used at the enterprise, their quality and completeness.

The organizational structure of the company's management should be reviewed and graphically constructed, and analyzed. Particular attention should be paid to the extent to which it meets the goals and objectives of the enterprise.

5. Requirements for the manufacturing internship report

In internship, it is recommended to the following programme for the manufacturing internship. From the beginning of the manufacturing internship, the applicant must go through a safety briefing, get acquainted with the production and organizational structure of the enterprise, Get acquainted with the organizational structure of the enterprise management consists in studying the nature of work, functions of the management department (division) and their interrelationships. Acquaintance with the production structure of the enterprise consists of studying the totality of structural units of the enterprise, the nature of the relationship and subordination between them. During the internship, it is necessary to perform a number of tasks independently, which differ by the place of internship and type of

work. The content of the work directly depends on the topic of the individual assignment. It can be changed in agreement with the supervisors of the internship from the university and the enterprise. The materials obtained can be processed using both traditional methods of economic analysis and modern economic and mathematical tools. For certain sections, applicants may use software for solving problems of correlation and regression analysis, linear programming, short-term forecasting, etc.

During the manufacturing internship, the applicant should avoid the random accumulation of materials for writing a report. The desire to have copies of a number of documents, plans, reports, tables, explanatory notes, etc., believing that the more such data there is, the more materials necessary for the performance of an individual task will be provided, is a mistake, as it leads to the fact that after the end of the internship the applicant has many unresolved issues. Only by performing work in accordance with the specific task of the supervisor of the internship, who directs the activities of the applicants in accordance with the topic of his/her individual assignment, the applicants can consistently study and analyse the effectiveness of all production indicators related to research, their interconnection, make conclusions, develop and propose the necessary measures to improve the performance of the enterprise. On this basis, it is recommended that, whenever possible, applicants go beyond obtaining ready-made materials and conduct the necessary research themselves by means of timekeeping, photographs of the working day and other means of studying workplaces and working time expenditures. When analysing equipment and technology and developing organisational and technological measures, the applicant needs to describe the existing option and outline ways to improve it. All the necessary information should be collected directly during the internship, because after it is completed, it will most likely not be possible to obtain additional information at the enterprise.

The internship report presents the results of the study of programme issues, contains conclusions and recommendations, copies of documents and decisions. It should have a logical structure, logical sequence, convincing arguments, evidence of conclusions and validity of recommendations. The report should reflect all aspects of the applicant's activities on the basis of the internship. The report should be at least 25 pages long (without appendices). The report should consist of the following elements: - a cover page, which is drawn up on a

standard form, as shown in Appendix A, the cover page must bear the seal of the enterprise where the internship was completed, as well as the signatures of the applicant and supervisors;

content;

introduction (1-2 pages);

first section (up to 20% of the total number of pages);

second section (up to 40% of the total number of pages);

third section (up to 40% of the total number of pages);

conclusion (1-2 pages);

list of references;

appendices (financial statements).

The report should be prepared on one side of a white A4 sheet of paper (210x297 mm) in typewritten form, with 28 to 30 lines per page. The following margins should be left on all four sides: 30 mm on the left, 10 mm on the right, and 20 mm at the top and bottom. When writing the report, use the Times New Roman font of the Word text editor, size 14 with a line spacing of one and a half. All non-text objects are created using Word's built-in functions. Formulas using the Equation editor.

Structure of the internship report

TITLE LIST

CONTENT

INTRODUCTION

SECTION 1. GENERAL CHARACTERISTICS OF THE ENTERPRISE -
THE OBJECT OF INTERNSHIP

SECTION 2. ANALYSIS OF THE PRODUCTION AND FINANCIAL
CAPABILITIES OF THE ENTERPRISE AND ASSESSMENT OF THE
EFFICIENCY OF THE ENTERPRISE

SECTION 3. SUBSTANTIATION OF PROPOSALS FOR IMPROVING
THE ACTIVITIES OF THE ENTERPRISE (SUBJECT AREA ACCORDING TO
THE TOPIC OF THE COURSE WORK)

CONCLUSION

LIST OF REFERENCES

APPENDICES

Introduction. The introduction should describe the relevance of the chosen area of research and its practical significance; briefly describe the current methodological and practical aspects of solving a certain range of problems; define the purpose, object, subject, objectives, methodological apparatus (methods), and research tools; and present the results and their practical significance.

Through critical analysis and comparison with known solutions to the problem (scientific task), the relevance and expediency of the work for the development of the relevant field of science, provision of services, especially for the benefit of Ukraine, is substantiated. The authors should indicate the names of well-known scientists who are engaged in solving the problem under research in relation to the course work of the applicant and unresolved issues. The volume of relevance should be at least half a page.

In the introduction, the applicant must: disclose the purpose and objectives of the internship in accordance with the specifics of the enterprise and the position in which the internship was held; identify the methods used during the internship and writing the internship report. The introduction should be at least two pages long.

Section 1. General characteristics of the enterprise – the object of internship.

In the first section, the higher education applicant should get acquainted with the specifics of the enterprise - the object of internship, its organizational structure, the state of management of the enterprise in general.

The result of such work should be a report on the following issues:
description of the enterprise's status (date of establishment, form of ownership, organizational and legal form of business, degree of independence, mission of the enterprise, rights and obligations of the enterprise, scope of activity, compliance with the requirements for state registration and operation of the enterprise, etc;)

Characteristics of economic activity (specialization of the enterprise, predominant types of business operations, other types of activity);

nature of the organization of management of the company's activities (organizational structure of the company's management, characteristics of individual structural units, their functional purpose, rights, obligations, powers, nature of regulation of activities of individual employees of the company (contracts, job descriptions, etc.));

the nature of regulation and control over the business entity's activities by the state (executive bodies, ministries, departments), the state of compliance with state requirements;

the nature of management of the entity's activities by the owners (owners' rights, management and control bodies: the supreme management body of the enterprise, the body for supervision and control over the entity's activities, the frequency of their meetings, the nature of the issues under consideration);

description of instructional, regulatory and methodological materials used at the enterprise, their quality and completeness.

The organizational structure of the company's management should be reviewed and graphically represented and analyzed. Particular attention should be focused on the extent to which it meets the goals and objectives of the enterprise.

Section 2: Analysis of the production and financial capabilities of the enterprise and assessment of the efficiency of the enterprise. The main goal of the second section is to evaluate the quality of management and the results achieved in certain functional areas of the enterprise - the object of internship.

The analysis of economic performance indicators of the enterprise is carried out for two years (accounting and previous). The main source for collecting information and conducting analysis should be the financial statements of the enterprise for the two previous years.

Analysis of the results of economic activity of a business entity involves assessing the volume and dynamics of the most important indicators in accordance with Table 4.

Table 4

Key economic indicators of the enterprise

№	Indicators	Unit of measure	Period		Deviation	
			previous year	accounting year	(+,-)	%
1	2	3	4	5	6	7
	Volume of sales excluding VAT in current prices	thousand UAH				
2	Volume of sales excluding VAT in comparable prices	thousand UAH				

Ending Table 2

1	2	3	4	5	6	7
3	Revenue from sales of products excluding VAT at current prices	thousand UAH				
4	Cost of goods sold	thousand UAH				
4.1	raw materials and supplies	thousand UAH				
4.2	Fuel and energy for technological needs	thousand UAH				
4.3	basic salaries of key employees	thousand UAH				
4.4	general production expenses	thousand UAH				
4.5	administrative expenses	thousand UAH				
4.6	sales expenses	thousand UAH				
5	Average number of employees	persons				
5.1	main workers	persons				
5.2	auxiliary workers	persons				
5.3	specialists, employees	persons				
5.4	administrative and managerial personnel	persons				
6	Number of employees at the beginning of the period	persons				
7	Employees hired	persons				
8	Employees left	persons				
	in particular	persons				
8.1	due to redundancy	persons				
8.2	at their own request	persons				
8.3	for violation of labour discipline	persons				
9	Number of employees at the end of the period	persons				
10	Labour remuneration fund	thousand UAH				
11	Working time fund	h				
12	Profit from sales of products	thousand UAH				
13	Cost of fixed assets at the beginning of the period	thousand UAH				
14	Cost of fixed assets at the end of the period	thousand UAH				
15	Cost of fixed assets received	thousand UAH				
16	Cost of fixed assets disposed of	thousand UAH				
17	Average annual cost of fixed assets	thousand UAH				
18	Average annual cost of the active part of PPE	thousand UAH				

If the enterprise has planned data on indicators, it is necessary to analyse the level of plan implementation in the reporting period and the dynamics of indicators compared to the previous period.

The level of plan implementation in absolute terms is equal to:

$$L = AV - BV \quad (1)$$

where L – plan execution in absolute terms;

AV – actual value of the indicator;

BV – base value of the indicator.

Calculation of the percentage of plan implementation, growth rate and growth of indicators in absolute and relative terms.

The growth rate of an indicator is calculated using the following formula:

$$GR = AV / BV \times 100 \% \quad (2)$$

where is the growth rate, GR %;

AV – actual value of the indicator;

BV – value of the indicator in the previous period (base period).

The growth rate is calculated using the following formula:

$$GR = (AV - BV) / BV \times 100 \% \quad (3)$$

Assessment of the volume and dynamics of the most important indicators of the enterprise's activity involves determining: the volume and structure of production (goods, works, services); the volume of fixed assets; the volume and speed of inventory turnover; the volume of revenue from the sale of gross profit, sources of their formation.

The assessment of the process of organising the work of staff as a functional area of management should begin with an overview of the quantitative and qualitative composition of the entity's employees and the list of regulatory documents governing their work. This assessment includes the following areas:

analysis of the staff movement (calculation of the coefficients of hiring, transfer, dismissal) and identification of the main factors affecting staff turnover;

analysing the staffing table of the entity's employees and the structure of the staff (by category, by level of education, by gender, by age);

analysis of the dynamics and structure of the payroll fund (basic salary, additional salary, other incentive and compensation payments), forms and systems of remuneration of the entity, compliance of tariff rates (staff salaries) of employees with their qualifications, validity of differentiation of tariff rates (salaries);

analysis of the plans for development of the labor collective implemented in the organization's activities: business career development; assessment of the personnel policy pursued by the business entity, advanced training of employees, certification of employees, implementation of measures to strengthen the cohesion of the labor collective and formation of the social and psychological climate;

assessing the effectiveness of the training and development of the entity's staff.

The main indicators are presented in Table 5.

Table 5

Indicators and types of staff movement

№	Indicators	Period		Deviation	
		previous year	accounting year	(+,-)	%
Indicators that evaluate the external staff movement					
1	Staff turnover rate from hiring				
2	Turnover rate for dismissals				
3	Total staff turnover ratio				
4	Staff turnover rate				
5	Ratio of employees hired to employees dismissed				
6	Staff turnover intensity ratio				
7	General labour mobility ratio				
Indicators that evaluate the internal staff movement					
8	Staff stability rate				
9	Internal mobility rate				

The organization of marketing and commercial activities at the enterprise is in the following directions:

1. Analysis of information sources and software products used by certain specialists for procurement, marketing and market monitoring.

2. The main suppliers of resources and consumers of products (works, goods, services) of the enterprise. The process of their research, evaluation and selection. Procedure and conditions for concluding agreements. Evaluation of the quality of work on the formation of material (commodity) resources (frequency of purchases, the size of one-off purchase, survey of the availability of goods in the trading area).

3. Communication marketing measures (advertising, sales promotion, use of price discounts), public relations. Analysis of marketing activity.

Assessment of the quality of management of marketing activities of a business entity involves:

analysis of the main competitors in the domestic and foreign markets;
analysis of the main suppliers of resources and consumers of products (works, goods, services) of the business entity; the process of their search, evaluation and selection; the procedure and conditions for concluding agreements;

Assessment of the quality of work on the formation of material (commodity) resources (frequency of purchases, size of one-off purchases);

assessment of factors influencing changes in demand for material (commodity) resources in certain periods (month, week, day), organization of their monitoring and response;

assessment of the marketing commodity policy of the business entity (share of the number of new goods and services brought to the market in the total amount, share of profitability by assortment structure (by categories of goods and services); expenses for research and development (R&D) and certification of goods and services; coefficient of diversification of assortment structure (by categories of works and services);

assessment of marketing pricing (price index for communication services of various types (by category)); average annual retail price by category of goods and services; coefficient reflecting the price level relative to the average price of similar products of competitors;

assessment of the marketing and sales policy of the entity (share of sales costs in the total volume; transaction costs (during the year); delivery costs (per year); increase (decrease) in total sales for the year / market share during the year;

coefficient of diversification of sales volumes by product mix (by service category); coefficient of differentiation of sales volumes by distribution channels; receivables by distribution channels; assortment representation ratio);

assessment of advertising activities and sales promotion of the entity's products (share of advertising costs in total sales; share of brands in the product range; average annual advertising costs per 1 thousand UAH of sales; share of sales promotion costs in total sales);

analysis of information sources and software products used by certain specialists for procurement, marketing and market monitoring;

analysis of the marketing budget and validity of marketing plans to ensure achievement of the entity's goals; frequency of development and consistency of procurement and sales plans.

During the internship, the applicant must personally collect, classify, systematize and analyze information on certain activities of the enterprise. In cases where such information is not available at the enterprise or is insufficient for analysis, it is necessary to use information sources that cover the activities of similar enterprises, statistical data of a particular industry and sphere of economic activity. Periodicals should also be used.

When analyzing the existing logistics system of the enterprise and the efficiency of logistics activities, it is necessary to

consider logistics activities in the context of the company's overall strategy and tactics;

evaluate logistics activities in terms of relevance and consistency.

During the internship, the applicant should conduct a research of the enterprise's innovation activity and assess the degree of its innovation activity.

To do this, it is necessary to determine whether new technologies have recently been introduced into the enterprise's activities, new products launched, organisational changes made, and whether they are in line with market trends and environmental changes;

Analyse the structural elements of innovations in the enterprise's activities for the reporting period in accordance with the existing classification;

characterise the final result of the enterprise's activity (production of products or provision of services) for compliance with "innovative products" or

"innovative product" in accordance with the Law of Ukraine "On Innovative Activity";

give a list and general description of the enterprise's innovative projects, and evaluate their efficiency.

It is necessary to conduct a complex analysis of the enterprise's activities. It is necessary to conduct a SWOT analysis of the enterprise environment. An example of a SWOT analysis of an enterprise's environment is given in Table 5.

Таблиця 5

SWOT analysis of the enterprise's activities

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Favorable geographical location (Kharkiv is a major transport hub). 2. Flexible production technology. 3. Availability of qualified production staff. 4. Availability of production facilities with the necessary infrastructure 	<ol style="list-style-type: none"> 1. High production costs. 2. Dependence on other foreign markets. 3. Low price competitiveness
Opportunities	Threats
<ol style="list-style-type: none"> 1. Rational use of stocks. 2. Development of new products. 3. Expansion of sales markets. 4. Reducing production costs 	<ol style="list-style-type: none"> 1. Strong dependence on seasonal changes. 2. Rising costs of raw materials and energy. 3. Instability of world currency exchange rates. 4. High level of inflation. 5. Instability of the legislative framework

Section 3. Substantiation of the proposals for improving the activities of the enterprise (subject area according to the topic of the course work on the SR). The applicant should make a thorough analysis of the actual state of the problem under research based solely on the materials of the enterprise - the base of internship and the environment of its functioning, using the accumulated factual material and with the involvement of all theoretical knowledge and certain methodological tools.

It is necessary to analyze the object of research (in accordance with the chosen topic), to consider the state and solution of a particular issue at the enterprise (organization) in accordance with the topic, i.e. analysis of the subject area, in order to identify the positive aspects and existing shortcomings that will form the basis for substantiating proposals for improving the enterprise's activities.

The proposals may be aimed at improving the existing functional areas of the enterprise's activities (human resources management, marketing and commercial, innovation, logistics, etc.) or provide for fundamental innovations

(introduction of new products, diversification, re-specialisation of activities, real investment, entry into foreign markets, etc.).

The development of proposals should be based on the identified shortcomings of the enterprise, available reserves for its improvement, and the research of domestic and foreign experience of the best enterprises in similar and related fields of activity.

The applicants should present the results of their own research, including proposals for improving the enterprise's performance, which are justified on the basis of the results obtained in the course of the analysis.

The proposals must be logically consistent, evidence-based and reasoned and meet the following requirements: in-depth comprehensive analysis of the problem under study; contain elements of independent research; sufficient analysis of the problem under research within the basic enterprise.

The development of proposals for improving the areas of activity of the enterprise should be based on the following structure:

- general description of the essence of the proposal (innovations, innovative measures, etc.)

- justification of the feasibility of the proposal (or recommendation) and the expected results from their implementation, including the calculation of the economic effect (if possible);

 - the state of readiness of the enterprise to implement the proposals;

 - a plan of organizational and economic (management and economic, etc.) measures necessary for the implementation of the proposal.

Conclusion contains a summary of the results of the research of the enterprise's activities in accordance with the tasks formulated in the introduction, presentation of the areas of activity, identification of potential opportunities for improving the organization's work. The main conclusions, suggestions and recommendations for improving the efficiency of the internship in accordance with the tasks are formulated.

The list of references should be placed in alphabetical order of the first author's name or title. If you use information from the Internet, you should give not only the site name, but also the title of the article, author or document to which the author refers. Regulatory and legislative acts, Internet sources are not separated and are placed in alphabetical order together with other literary sources. All literary

sources should be presented in the original language. The bibliographic description of sources should be made in accordance with the current standards of library and publishing.

The total number of references should be more than 20. It is recommended to use the scientific works of the department's and university's professors. The list of references should include publications from the last five years.

Appendices. The appendices, if necessary, should include additional material: statistical information that is the basis of the research; regulations on functional units; job descriptions of specialists; staffing; forms of accounting and statistical reporting; organisational and administrative documents (orders, instructions, instructions and other reference information).

6. Summarising the results of manufacturing internship

The report must be compiled and completed at the enterprise, checked by the supervisor of the internship from the enterprise and, together with the internship book, submitted to the department in due time. After submitting these materials, the supervisor from the department decides whether the applicant is allowed to defend the report.

An applicant who has not completed the programme or who fails to complete the internship program and receives a negative review of the work and an unsatisfactory grade at the defense is expelled from the university. The materials submitted to the department are not returned to the applicant.

The internship report is defended by the applicant (with a differentiated grade) in a commission appointed by the head of the department. The commission includes those responsible for the internship from the Department of Management, Logistics and Innovation and the head of the programme.

7. Criteria for evaluating the results of manufacturing internship

The results of the internship and defence are assessed according to the 100-point cumulative system of evaluation of learning outcomes adopted by the university.

The total number of points acquired by the higher education applicant based on the results of the internship takes into account:

feedback from the supervisor from the internship base;

feedback from the supervisor from the department;
presentation of the results of the internship by the applicant during the defense of the report;
answers to questions.

Evaluation criteria for the internship report:

1 – 59 points – the internship report and the internship diary are executed with numerous errors or incompletely, the applicant made significant mistakes in solving the tasks of manufacturing internship, is unable to explain the calculations performed; reporting documents are executed with errors; the assessment of the internship supervisor and the characteristic indicate a low level of knowledge, skills and competencies; the applicant was unable to satisfactorily answer the questions posed by the commission members;

60 – 73 points – there are some comments on the design of the report and diary; grammatical and stylistic errors are made; there are inaccuracies in the calculations during the analysis; the applicant demonstrated satisfactory knowledge at the defense; answers to the questions of the commission members are inaccurate or incomplete;

74 – 89 points – the programme of internship is disclosed, but there are some shortcomings of a non-fundamental nature; reporting materials are insufficiently used in the analysis; there are some comments on the design of the report, diary; the applicant demonstrated thorough knowledge and answered the questions of the commission members during the defense;

90 – 100 points – the report on the internship and the internship diary are drawn up in accordance with the requirements and submitted for defense within the time limit specified by the department; the report contains elements of novelty, has practical value; the applicant has mastered the skills of research work: collecting information, analyzing, formulating conclusions, proposals; the applicant's answer to the questions of the commission members is comprehensive.

8. RECOMMENDED LITERATURE

1. Положення про організацію освітнього процесу із застосуванням технологій дистанційного навчання у Харківському національному економічному університеті ім. Семена Кузнеця. Ухвалено рішенням вченої ради Харківського економічного університету Семена Кузнеця, введено в дію

Наказом ректора № 146 від 01.09.2020р.[Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2020/02/Polozhennya-pro-organ-navch-protsesu.pdf>

2. Положення про персональні навчальні системи в харківському національному економічному університеті імені Семена Кузнеця. Ухвалено Рішенням вченої ради Харківського національного економічного університету імені Семена Кузнеця, введено в дію Наказом ректора №196, від 26.10.2020 р. [Електронний ресурс]. – Режим доступу :

<https://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-PNS.pdf>

3. Офіційний вебсайт Державної служби статистики України. – Режим доступу : <http://www.ukrstat.gov.ua>

4. Офіційний вебсайт Міністерства економіки України. – Режим доступу : <https://www.me.gov.ua/?lang=uk-UA>

5. Положення про організацію освітнього процесу в Харківському національному економічному університеті імені Семена Кузнеця, введено в дію Наказом ректора № 198 від 26.10.2020 р [Електронний ресурс] – Режим доступу : <https://www.hneu.edu.ua/wp-content/uploads/2020/12/Polozhennya-pro-organizatsiyu-osvitnogo-protsesu-u-HNEU.pdf>

6. Положення про організацію практики студентів у Харківському національному економічному університеті імені Семена Кузнеця (нова редакція). Ухвалено Рішенням вченої ради Харківського національного економічного університету імені Семена Кузнеця введено в дію Наказом ректора № 44 від 24.01.2022 р. [Електронний ресурс]. – Режим доступу: <https://www.hneu.edu.ua/wp-content/uploads/2022/11/Polozhennya-pro-organizatsiyu-praktyky-studentiv.pdf>

7. Волкова Н.А. Економічний аналіз: Навч. посібник / Н.А. Волкова, Н.Е. Подвальна, К.Д. Семенова. –Одеса: ППЦ «Белка». 2020. –240 с.

8. Економіка праці [Електронний ресурс] : навч. посіб. / Г. В. Назарова, Х. Ф. Агавердієва, Н. В. Аграмакова [та ін.] ; за заг. ред. Г. В. Назарової; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. (33,1 МБ). - Харків : ХНЕУ ім. С. Кузнеця, 2019. - 330

с. : іл. - Загол. з титул. екрану. - Бібліогр.: с. 321-329.<http://repository.hneu.edu.ua/handle/123456789/2247>

9. Фінансова безпека підприємства [Електронний ресурс] : навчальний посібник / Т. Б. Кузенко, Н. В. Сабліна. – Харків : ХНЕУ ім. С. Кузнеця, 2020. – 123 с. <http://repository.hneu.edu.ua/handle/123456789/25172>

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS
KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

FACULTY

DEPARTMENT

REPORT

Manufacturing internship

A supervisor from the internship base:

(signature)

Applicants , year

Group

first (bachelor's) degree

Specialty

study program

(name and initials)

A supervisor from a university:

(signature)

Score including defence

Commission members:

(signature)

)

(signature)

(signature)

Kharkiv, 2023