

National Research University Higher School of Economics,
Saint-Petersburg

INDIVIDUAL INTERNSHIP ASSIGNMENT

for the student of 2 year of the study full-time / part-time / extramural program
(*underline*)

Ivanov Ivan Ivanovich

(student's full name)

Educational program Management and Analytics for Business

Degree Master's programme

Field of study 38.04.02 Management

(*code and title*)

Faculty St.Petersburg School of Economics and Management

Form of internship Study Internship

Type of internship Science and Research Internship

Internship period from 11.01.2021

to 27.02.2021

Goals of internship¹:

systematization and extension of the theoretical and practical knowledge gained during studies at the University,

practical application of management skills for solving professional tasks (...)

¹ According to the internship program.

Objectives of internship:

solidify theoretical knowledge (for example, state-of-the-art IT solutions, statistical methods of analysis, machine learning methods for data mining, staffing analytics and performance evaluation, social network analysis, marketing models, management solutions information support, database marketing and analytical CRM, consumer behaviour, etc.);

collect, process, analyze and systematize the information on the research topic (for example, related to consumer behaviour, their expenditures and expectations, market performance, arrangement of financial and information flows, etc.);

develop research tools (including, if applicable, theoretical and marketing models of the studied processes, phenomena and subjects) and implement them in professional practice;

...

Internship plan (content) (questions to be studied):

1. reviewing the existing literature on the topic;
2. data collection;
3. analysis and interpretation of the primary data;
4. ...
- 5.
- 6.
- 7.

Planned results:

1. literature review
2. determination of the methodology for the Master's thesis
3. production of the first parts of the Master's thesis
4. ...

5.

6.

7.

Internship supervisor (HSE academic staff member):

Senior Lecturer of the

Department of Management

(position)

(signature)

Anastasiia Pleshkova

(print name)

APPROVED

the Organization's Internship Supervisor

(position)

(signature)

(print name)

The task accepted

____.____.20__

Student

(signature)

(print name)