



**KSPEU**

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
**Federal State Budgetary Educational Institution of Higher Education**  
***KAZAN STATE POWER ENGINEERING UNIVERSITY***  
**(KSPEU)**

**APPROVED**

Rector

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" 25 » March 2026

## **EDUCATIONAL PROGRAM**

Field of training

38.04.02 Management

Degree

Master's

Academic program

Media project production and game design

The main professional educational program is based on the Federal State Educational Standard of Higher Education in the field of training 38.04.02 "Management", approved by order of the Ministry of Education and Science of the Russian Federation dated August 12, 2020 No. 952.

The main professional educational program for specialization "Media projects production and game design" was developed by Doctor of Philosophy, Associate Professor E.B. Minnullina

The main professional educational program was approved at the meeting of Department of Economics and Organization of Production, protocol No. 07 dated March 19, 2026.

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The main professional educational program was approved at the meeting of Department of Philosophy and Media Communications Protocol No. 02 dated February 17, 2026

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The main professional educational program was reviewed and approved at a meeting of the Methodological Council of the Institute of Digital Technologies and Economics, protocol No. 6 dated February 24, 2026.

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## **Section 1. General Provisions**

### **1.1 Justification for the development of the main professional educational program of higher education**

The main professional educational program of higher education (further on MPEP HE) in the field of training 38.04.02 Management, focused on “producing media projects and game design”, implemented at the Federal State Budgetary Educational Institution of Higher Education “Kazan State Power Engineering University”, was developed in accordance with the federal state educational standard of higher education in the field of training 38.04.02 Management, approved by order of the Ministry of Education and Science of Russia dated August 12, 2020 No. 952.

The MPEP HE regulates the goals, expected results, content, conditions and technologies for implementing the educational process, assessing the quality of graduate training in this area and includes: a curriculum, with a calendar schedule of the educational process and a matrix of competencies, work programs of courses, disciplines (modules), programs of internships and state final certification, assessment materials and other materials that ensure the quality of training of students, as well as the necessary methodological materials.

### **1.2 Regulatory documents for the development of the main professional educational program of higher education**

Federal Law of December 29, 2012 No. 273-FZ “On Education in the Russian Federation”;

by decree Governments Russian Federations from October 20, 2021 No. 1802

"About approval Rules placements on the official website educational organizations V informational telecommunications network "Internet" and updating information about the educational organization";

by order of the Federal Service for Supervision in Education and Science of the Russian Federation dated August 14, 2020 No. 831 "On approval of the Requirements for the structure of the official website of an educational organization on the information and telecommunications network "Internet" and the format for presenting information";

by order of the Ministry of Education and Science of Russia dated 06.04.2021 No. 245 “On approval of the Procedure for organizing and implementing educational activities under educational programs of higher education - bachelor's degree programs, specialist programs, master's degree programs”;

by order of the Ministry of Education and Science of Russia dated 05.08.2020 No. 885/390 "On the practical training of students";

federal state educational standard for the field of study 38.04.02 Management (master's degree level), approved by order of the Ministry of Education and Science of Russia dated August 12, 2020 No. 952;

professional standard "Enterprise Economist", approved by order of the Ministry of Labor and Social Protection of the Russian Federation dated March 30, 2021 No. 161n;

professional standard "Marketer", approved by the order of the Ministry of Labor and Social Protection of the Russian Federation dated November 8, 2023 No. 790n;

professional standard "Specialist in Graphic User Interface Design", approved by Order No. 671n of the Ministry of Labor and Social Protection of the Russian Federation dated September 29, 2020.

methodological recommendations for the development of basic professional educational programs and additional professional programs, taking into account the relevant professional standards (approved by the Ministry of Education and Science of the Russian Federation on January 22, 2015 No. DL-1/05vn);

Charter of KGEU;

local regulations of KGEU.

### **1.3 General characteristics of the main professional educational program of higher education**

1.2.1 Qualification awarded to graduates of Master's degree programs

1.2.2 Forms of education

Full-time, Part-time, Part-time

1.2.3 Language of implementation of the educational program:

English language in the profile "Media project production and game design".

1.2.4 The period of education for full-time education is 2 years;

for correspondence courses – 2 years 6 months; for full-time and part-time courses – 2 years 3 months.

1.2.5 Program scope

The volume of the program is 120 credit units (hereinafter referred to as CU). The volume of the program for 1 academic year is no more than 60 CU.

1.2.6 Application of electronic and distance learning educational technologies.

### **1.4 Mission, goals and objectives of the main professional educational program of higher education**

The Mission is to satisfy the needs of society and the state for fundamentally educated and harmoniously developed specialists who are proficient in modern technologies in the field of professional activity, and to create equal opportunities for students to obtain higher education.

The goal is the development of personal qualities of students, providing a set of fundamental knowledge, skills and abilities that a graduate is able to demonstrate in the conditions of professional activity after mastering the OPOP, the formation of general cultural, general professional and professional competencies based on a harmonious combination of fundamental and professional training using the best domestic and international experience in the field of management and the needs of the regional labor market.

Objectives:

to develop independence, hard work, civic and professional responsibility and communication skills;

to develop professional readiness to work in a team and conscientiously perform work determined by qualifications;

to instill ethical and legal norms regulating the relationship of man to man, society and the environment;

to develop the ability for self-education and analysis of one's capabilities; to develop abilities in the context of the development of science and changing social practical experience to re-evaluate accumulated experience, acquire new knowledge using modern information educational technologies;

to develop a holistic understanding of the processes and phenomena occurring in inanimate and living nature, an understanding of the possibilities of modern scientific methods of cognition and mastery of them;

to form a system of knowledge, skills and experience necessary for the implementation of professional competencies in the field of management;

to develop the graduate's readiness to implement and use modern scientific results, innovative technologies, equipment and projects;

to instill skills in the use of regulatory documents, professional rhetoric, and foreign languages in the professional field of activity;

to develop the ability to plan and organize professional activities taking into account legal norms, economic and social policies of the state.

### **1.5 Focus of the main professional educational program of higher education**

The focus of the main professional educational program of higher education is "Media project production and game design".

## **Section 2. Characteristics of the graduate's professional activities in the field of training**

### **2.1 Field and scope of professional activity of the graduate**

Field(s) and scope(s) of professional activity of the graduate	Brief description of the area(s) and sphere(s) of professional graduate activities	Types of organizations, in which he can carry out professional graduate activities
Profile: "Media Project Production and Game Design" 06.025 GRAPHIC USER INTERFACE DESIGNER	The development, production, and management of media projects and gaming products in creative industries organizations, the media and gaming industry, video game development studios, media production companies, advertising and communications agencies, digital platforms, and companies creating interactive, audiovisual, and multimedia content; the design and promotion of media products, including video games, cross-media projects, and digital services; the management of creative teams, and the development of media project concepts in the entertainment and digital media industries.	Organizations of any legal form operating in the media industry, video game and digital content development; video game development studios, media production companies, animation and design studios; companies in the entertainment and creative industries; advertising, communications and marketing agencies; companies developing interactive and immersive media formats (VR, AR, XR) and digital services; digital platforms and media holdings; cultural industry organizations; expert, analytical and research organizations in the media and gaming industry; higher education institutions and organizations providing additional professional education.

## 2.2 Types of tasks in the professional activity of a graduate

Direction (profile) of training	Area of professional activities (according to the Register of the Ministry of Labor)	Types of professional tasks national activities	Tasks of professional national activities	Objects professional activity (or area of knowledge)
Media project production and game design	06.025 GRAPHIC USER INTERFACE DESIGNER	organizational and managerial	Producing and managing media projects and gaming products at all stages of their life cycle; developing media project concepts, managing creative teams, and organizing media production processes;	The processes of development, production, and management of media projects and gaming products at various stages of their life cycle; creative, organizational, and communication processes in the field of digital and audiovisual content creation; media products and gaming projects, including video games, interactive and immersive media formats (VR, AR, XR), multimedia and cross-media projects.

## 2.3. Objects of professional activity of a graduate

The objects of professional activity of graduates are:

- focus on "Media project production and game design":

The processes of developing, producing, and managing media projects and gaming products at various stages of their life cycle; creative, organizational, and communications processes in the field of digital and audiovisual content creation; media products and gaming projects, including video games, interactive and immersive media formats (VR, AR, XR), multimedia and cross-media projects; information and analytical resources used to form brands of media products and gaming studios; the results of scientific and applied research in the field of the media industry, game design, digital communications, and the creative industries.

## 2.4 List of professional standards

- focus: "Producing media projects and game design":

Professional standard "Specialist in Graphic User Interface Design", approved by Order No. 671n of the Ministry of Labor and Social Protection of the Russian Federation dated September 29, 2020.

## Section 3. Requirements for the results of mastering the main professional educational program of higher education by a graduate

### 3.1 Universal competencies of a graduate and indicators of their achievement

Name of the category (group) of universal competencies	Code and name of the universal competence	Code and name of the indicator for achieving universal competence

Systemic and critical thinking	<b>UK-1.</b> Able to carry out a critical analysis of problematic situations based on a systems approach and develop an action strategy	<b>UK-1.1</b> Analyzes the problem situation and decomposes it into individual tasks <b>UK-1.2.</b> Develops a strategy for solving the given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information) <b>UK-1.3.</b> Generates possible solutions to problems
Development and implementation of projects	<b>UK-2.</b> Capable of managing a project at all stages of its life cycle	<b>UK-2.1.</b> Defines the stages of the project life cycle <b>UK-2.2</b> Participates in project management at all stages of the life cycle
Teamwork and leadership	<b>UK-3.</b> Able to organize and manage the work of a team, developing a team strategy to achieve the set goal	<b>UK-3.1.</b> Demonstrates an understanding of the principles of teamwork (knows team roles, types of leaders, and methods of managing a team) <b>UK-3.2.</b> Leads team members to achieve the assigned task
Communication	<b>UK-4.</b> Capable of using modern communicative technologies, including in foreign language(s), for academic and professional interaction	<b>UK-4.1.</b> Provides academic and professional interaction, including in a foreign language <b>UK-4.2.</b> Translates academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language <b>UK-4.3.</b> Uses modern information technology communication tools for communication
Intercultural interaction	<b>UK-5.</b> Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	<b>UK-5.1.</b> Demonstrates an understanding of the characteristics of different cultures and nations <b>UK-5.2.</b> Builds social interaction, taking into account the general and specific features of different cultures and religions
Self-organization and self-development (including health preservation)	<b>UK-6.</b> Able to identify and implement priorities of one's own activities and ways to improve them based on self-assessment	<b>UK-6.1</b> Assesses one's resources and their limits (personal, situational, time-related), and uses them optimally to successfully complete the assigned task. <b>UK-6.2.</b> Determines priorities for personal growth and ways to improve one's own activities based on self-assessment

### 3.2. General professional competencies of a graduate and indicators of their achievement

Graduate's OPC category	Code and name of general professional competencies	Code and name of the achievement indicator general professional competence
Information culture	<b>OPK-1.</b> Capable of solving professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis for management practices	<b>OPK-1.1.</b> Applies economic, organizational and management theories to solve problems in professional activities <b>OPK-1.2.</b> Possesses the skills of generalization and critical analysis to improve the effectiveness of management activities
Fundamental preparation	<b>OPK-2.</b> Capable of using modern techniques and methods of data collection, advanced methods of processing and analysis, including the use of intelligent information and analytical systems, in solving management and research problems.	<b>OPK-2.1.</b> Demonstrates the ability to analyze and summarize information using modern technology and advanced processing methods <b>OPK-2.2.</b> Solves management and research problems using modern information and analytical systems
Theoretical and practical professional training	<b>OPK-3.</b> Capable of independently making informed organizational and managerial decisions, assessing their operational and organizational effectiveness, social significance, and ensuring their implementation in a complex (including cross-cultural) and dynamic environment.	<b>OPK-3.1.</b> Selects the most effective methods of organizational and management decisions and evaluates their social significance <b>OPK-3.2.</b> Forms goals and objectives that ensure the implementation of management decisions

<p><b>OPK-4.</b> Capable of managing project and process activities in an organization using modern management practices, leadership and communication skills, identifying and evaluating new market opportunities, developing strategies for the creation and development of innovative areas of activity and corresponding the business models of organizations that support them</p>	<p><b>OPK-4.1.</b> Demonstrates leadership and communication skills to achieve goals in project and process activities</p> <p><b>OPK-4.2.</b> Develops business models taking into account the analysis of market situations and the innovative focus of activities</p>
<p><b>OPK-5.</b> Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects</p>	<p><b>OPK-5.1.</b> Performs a critical analysis of scientific research and summarizes the results obtained</p> <p><b>OPK-5.2.</b> Carries out planning and implementation of research projects</p>

### 3.3. Professional competencies of a graduate and indicators of their achievement for the main professional educational program of higher education

Code and name professional competence	Code and name of the indicator of achievement of professional competence
<p><b>PK-1.</b> Capable of developing new digital formats for media and gaming products and producing creative pilot projects</p>	<p><b>PK-1.1.</b> Manages the process of creating a new media format, digital product or creative media project</p> <p><b>PK-1.2.</b> Performs conceptual design of complex graphical user interfaces</p> <p><b>PK-1.3</b> Creates gaming and/or media products that are in demand by society and the industry</p>
<p><b>PK-2</b> Capable of creating a production plan for a media and gaming project</p>	<p><b>PK-2.1.</b> Determines the stages, draws up a schedule for the implementation of a media project and the production of a media product</p> <p><b>PK-2.2.</b> Monitors and implements new technologies in the field of media and game design</p> <p><b>PK-2.3</b> Conducts marketing analysis of content and audiences to identify available niches and needs of target audiences</p>
<p><b>PK-3</b> Able to organize and coordinate work, manage, make complex management decisions in a rapidly changing environment, and control the activities of subordinates</p>	<p><b>PK-3.1</b> Exercises managerial control over the activities of a media enterprise, media structure, or media project</p> <p><b>PK-3.2.</b> Defines and implements a set of activities aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project</p>

### 3.4 Matrix of competencies characterizing the stages of their formation

Item No.	Disciplines (name)	Competency Code														k/d	
		Criminal Code						Defense Industry Complex					PK				
		1	2	3	4	5	6	1	2	3	4	5	1	2	3		
<b>Mandatory part</b>																	
1	Philosophy of science and technology					1st floor											2
2	Theory and practice leadership	1st floor		1st floor						1st floor							3
3	Theory and practice self-development							1zo				1zo					2
4	Communication-management	1st floor	1st floor									1st floor					3
5	Theory and practice of scientific research in the organization of production	1st floor	1st floor										1st floor				3



19	Preparation for the defense procedure and defense of the final qualification thesis work	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	4th floor	14
20	Foreign language in professional sphere (advanced level)				12s											1
21	Pedagogy of higher neck of the school			3z		3z	3z									3
	d/k	3	2	2	3	3	3	1	1	1	1	1	12	7	5	

### 3.5 Competency passports and competency level indicators

Competency code	Competency achievement indicator code	Planned results of development OPOP	Level of competence development			
			High	Average	Below average	Short
			Rating scale			
			excellent 85-100	Good 70-84	Satisfactory 55-69	Unsatisfactory 0-54
UK-1	UK-1.1	know:				
		Methods of analyzing problem situations and decomposing them into individual tasks	Freely analyzes a problem situation and decomposes it into separate tasks	In general, he analyzes a problem situation well and decomposes it into separate tasks.	Makes significant mistakes when analyzing a problem situation and in implementing its decomp-positions for individual tasks	In general, he does not know the methods of analyzing problem situations and does not decompose them into separate tasks
		be able to:				
		analyze a problem situation and decompose it into separate tasks	Freely analyzes a problem situation and decomposes it into individual tasks	Allows minor errors in the analysis of a problem situation and its decomposition into separate tasks	Allows significant errors in the analysis of a problem situation and its decomposition into individual tasks	In general, it cannot carry out an analysis of a problem situation and its decomposition into individual tasks
	own:					
	Methods of analyzing problem situations and implementing their decomposition into individual tasks	Fluent in the skills of analyzing problem situations and decomposing them into individual tasks	Experiences minor difficulties in mastering the skills of analyzing problem situations and decomposing them into individual tasks	Experiences significant difficulties in mastering the skills of analyzing problem situations and decomposing them into individual tasks	In general, he does not have the skills to analyze problem situations and decompose them into separate tasks	
UK-1.2	know:					
	Methods of production	Freely understands-	Overall, it's a good development.	Allows for significant-	In general, he doesn't know the method.	

		strategies for solving a given problem (creates a model, defines limitations, develops criteria, assesses the need for additional information)	is involved in methods for developing a strategy for solving a given problem (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	is taken into account in the methods of developing a strategy for solving a given problem (compiles a model, determines limitations, develops criteria, evaluates the need for additional information)	errors in knowledge of methods for developing a strategy for solving a given problem (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	dy to develop a strategy for solving a given problem (creates a model, defines constraints, develops criteria, evaluates the need for additional information)
		The main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem	The level of knowledge of the main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, without errors	The level of knowledge of the basic content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, has several minor errors	The minimum acceptable level of knowledge of the basic content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, takes place many minor errors	The level of knowledge of the main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem is below the minimum requirements; gross errors occur
		be able to:				
		Develop a strategy for solving a given problem (creates a model, defines constraints, develops criteria, assesses the need for additional information)	Able to apply the developed strategy for solving a given problem without errors (creates a model, defines limitations, develops criteria, evaluates the need for additional informational	Able to apply the developed strategy for solving a given problem without making gross errors (creates a model, determines limitations, develops criteria, evaluates the need for additional additional information	Allows significant errors in the application of the developed strategy for solving the given problem (creates a model, determines limitations, develops criteria, evaluates the need for additional informational	Does not know how to apply the developed strategy for solving the given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information)
			tions)	formations)	tions)	

	Apply communication management methods as a tool to ensure communication readiness to develop a strategy for solving the assigned task	Demonstrated-all the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving the problem tasks in full	Demonstrated-all the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving the problem tasks with minor flaws	Demonstratedall the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving a given problem, minor errors occur	Not all the basic skills to apply communication management methods as a tool to ensure communication readiness for developing a strategy for solving the assigned task have been demonstrated; gross errors occur
	own:				
	skills in developing a strategy for solving a given problem (creates a model, determines limitations, develops criteria, assesses the need for additional information)	Possesses the skills to apply the developed strategy for solving a given problem without errors (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Possesses the skills to develop a strategy for solving a given problem without making gross errors (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Experiences significant difficulties in mastering the skills of applying the developed strategy for solving the assigned problem (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Does not possess the skills to apply the developed strategy for solving a given problem without errors (creates a model, defines limitations, develops criteria, evaluates the need for additional information)
	Terminology in the field of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem	Demonstrated-skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for the development of re-strategy bots solving the assigned task	Demonstrated-basic skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for strategy development solution to the problem	Demonstrateda minimum set of skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for strategy development solution to the problem	Skills in using terminology in the field of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task chi was not demonstrated Vans
	know:				

		Methods for generating possible solutions to problems	Fluently understands the formation of possible options for solving problems	In general, he is well versed in the formation of possible solution options. tasks	Allows significant errors in the formation of possible solution options tasks	In general, he is unable to formulate possible solutions to problems
		basics of problem situation analysis	Knows the basics of analyzing problem situations and does not make mistakes	Knows the basics of analyzing problem situations, but may make several minor mistakes when answering	Poor knowledge of the basics of analyzing problematic situations and makes many mistakes when answering	The level of knowledge about the basics of problem analysis is below the minimum requirement and allows for a lot of awkwardness when answering. there were mistakes
	UK -1.3	be able to:				
		to formulate possible options for solving problems	Able to formulate possible solutions to problems without errors	Able to formulate possible solutions to problems without making gross errors	Allows significant errors in the formation of possible options for solving problems	Cannot formulate possible solutions to problems
		own:				
		Skills for forming possible options for solving problems	Fluently possesses the skills of forming possible options for solving problems	Experiences minor difficulties in mastering the skills of forming possible options problem solving	Experiences significant difficulties in mastering the skills of forming possible options for solving problems	In general, does not have the skills to formulate possible options for solving problems
		The ability to develop a strategy of action	Fluently possesses the ability to develop an action strategy	Possesses the ability to develop a strategy of action, but may make several minor mistakes when responding	Insufficiently effective in developing an action strategy; may do so when responding make a few gross mistakes	Does not have the ability to develop a strategy of action and makes many gross mistakes when responding
UK -2	UK -2.1	know:				
		main stages of the project life cycle	Has a high level of knowledge of the main stages of the life cycle project	Has a good knowledge of the main stages of the life cycle project	Doesn't know the main stages of the life cycle well enough project	Does not know the main stages of the project life cycle

Tasks related to managing communications when defining project life cycle stages	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle, in the volume corresponding to the training program, without errors	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle, in the volume corresponding to the training program, there are several minor errors	The minimum acceptable level of knowledge of tasks related to communications management when determining the stages of the project life cycle, in the volume corresponding to the training program, takes place a little rough mistakes	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle is below the minimum requirements and gross errors occur
be able to:				
Identify the stages of the project life cycle	Able to accurately identify life cycle stages project	Able to identify stages of life without making gross mistakes project cycle	Allows significant errors in determining the stages of life project cycle	Cannot identify stages of the project life cycle
Formulate tasks related to communications management when determining the stages of the project life cycle	Demonstrated-all the basic skills of formulating tasks related to communications management when determining the stages of the life cycle are available project, in full	Demonstrated-all the basic skills of formulating tasks related to communications management when determining the stages of the life cycle are available a project with minor flaws	Demonstratedall the basic skills of formulating tasks related to communications management when determining the stages of the project life cycle, there are minor errors	Not all the basic skills of formulating tasks related to communications management have been demonstrated; gross errors occur when defining the stages of the project life cycle
own:				
Terminology in the field of tasks related to communications management in determining dividing the stages of the project life cycle	Demonstrated-skills in applying terminology in the field of tasks related to involved in communications management	Demonstrated-basic skills in applying terminology in the field tasks related to the management of communications	Demonstrateda minimum set of skills in applying terminology in the field tasks related to the management of communications	Skills in applying terminology in the field of tasks related to communication management cations in determining the stages of life

			when defining the stages of the project life cycle, in to the fullest extent	nications in determining the stages of the life cycle of projekta	nications when determining the stages of the project life cycle	project cycle, not demonstrated
		Methods for assessing resource requirements and project effectiveness	Fluent in methods for assessing resource requirements and project effectiveness	Experiences minor difficulties in mastering methods for assessing resource needs and project effectiveness	Experiences significant difficulties in mastering methods for assessing resource needs and project effectiveness	In general, does not have knowledge of methods for assessing resource needs and project effectiveness
	UK -2.2	know:				
		basic principles of project management at all stages of the life cycle	Has a high level of knowledge of the basic principles of project management at all stages of the life cycle	Has a good knowledge of the basic principles of project management at all stages of the life cycle	Familiar with the basic principles of project management at all stages of the life cycle	Does not know the basic principles of project management at all stages of the life cycle
		Tasks related to communications management in project management at all stages of the life cycle	Level of knowledge of tasks related to communications management in project management at all stages of the life cycle	The level of knowledge of the tasks associated with communications management in project management at all stages of the life cycle, there are several minor errors	The minimum acceptable level of knowledge of tasks related to communications management in project management at all stages of the life cycle, in the volume corresponding to the training program, takes place a little minor errors	The level of knowledge of tasks related to communications management in project management at all stages of the life cycle, there are gross errors
		be able to:				
		plan and organize project management at all stages of the life cycle	Demonstrates the ability to plan and organize project management all stages of the life cycle, not to	Demonstrates the ability to plan and organize project management all stages of the life cycle, but can	Overall demonstrates the ability to plan and organize project management all stages of the life cycle, but allows	Does not know how to plan and organize project management at all stages of the life cycle
			makes mistakes	make a few minor mistakes	many mistakes	

		Formulate tasks related to communications management in project management at all stages of the life cycle	Demonstrated-all the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle are available, in full	Demonstrated-all the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle with non-gross shortcomings	Demonstratedall the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle are not rough mistakes	Not all the basic skills to formulate tasks related to communications management in project management at all stages of the life cycle have been demonstrated. gross errors
		own:				
		project management skills at all stages of the life cycle	demonstrates project management skills at all stages of the life cycle, does not allow mistakes	demonstrates project management skills at all stages of the life cycle, but may make a few minor mistakes	demonstrates project management skills at all stages of the life cycle, but makes many mistakes	Does not have project management skills at all stages of the life cycle
		Terminology in the field of tasks related to communications management in project management at all stages of the life cycle	Demonstrated-skills in applying terminology in the field of tasks related to communications management in project management at all stages life cycle, to the fullest extent	Demonstrated-basic skills in applying terminology in the field of tasks related to communications management in project management at all stages of the life cycle	Demonstrateda minimum set of skills in applying terminology in the field of tasks related to communications management in project management all stages of the life cycle	Skills in applying terminology in the field of tasks related to communication management in project management at all stages of the life cycle have not been demonstrated
UK -3	UK -3.1	know:				
		roles in a team, types of leaders, ways of managing a team	Knows the roles in the team, types of leaders, and ways to manage a team. would	Knows the roles in the team, types of leaders. Unsure of management methods. teamwork	Knows the roles in the team, types of leaders. Poor knowledge of methods of team management.	Doesn't know the role in the team, types of leaders, methods of managing a team
		be able to:				
		follow clear rules	Able to follow the four-	Able to follow the four-	Able to follow the four-	Can't follow

		pitchforks; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity	these rules; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity.	to these rules; observe the logistics of group work	what are the rules of group work?	clear rules; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity
		Organize the work of the team to achieve the set goal	Able to organize team work to achieve goals	He knows how to organize the work of a team to achieve a set goal, but when answering he may make several mistakes. minor errors	Poorly able to organize the work of a team to achieve a set goal, when responding, he may make several mistakes gross errors	The level of organization of the team's work is below the minimum requirements; when responding, it makes many gross errors.
		own:				
		teamwork skills (knows roles in a team, types of leaders, ways of managing a team)	Possesses good teamwork skills (knows roles in a team, types of leaders, ways of managing a team)	Demonstrates teamwork skills (knows roles in a team, types of leaders, ways of managing a team), but can make several mistakes minor errors	In general, demonstrates teamwork skills (knows roles in a team, types of leaders, ways of managing a team), but makes many mistakes	Does not have teamwork skills (knows roles in a team, types of leaders, and methods of managing a team)
	UK -3.2	know:				
		principles of harmonious teamwork	Has a high level of knowledge of the principles of harmonious teamwork work	Has a good knowledge of the principles of harmonious teamwork work	Familiar with the principles of harmonious teamwork	Does not know the principles of harmonious teamwork
		Methods of team management	Fully knows the methods of team management	Knows how to manage a team, but may make mistakes when answering. how many minor errors	Poor knowledge of team management techniques and may make several serious mistakes when answering.	There are gross errors in the description of methods of team management
		be able to:				
		clearly formulate goals; regulate, systematize, and structure the order of the process	At a high level, he is able to clearly formulate goals; regulate, systematize, and structure the order of processes.	At a good level, he is able to clearly formulate goals; regulate, systematize, and structure the order of processes.	Not good enough at clearly formulating goals; regulating, systematizing, and structuring the process order	Does not know how to clearly formulate goals; regulate, systematize, and structure the process order

		own:				
		tools and methods of teamwork	Has a high level of command of tools and methods teamwork	Has a good command of the tools and methods teamwork	does not have a good enough command of the tools and methods of teamwork	Does not possess the tools and methods of teamwork
		Technologies for achieving the set task	Freely and fully masters the technologies for achieving the assigned task	Has knowledge of technologies for achieving the assigned task and can make several mistakes when answering minor errors	Poorly masters the technologies for achieving the assigned task; may make several mistakes when answering gross errors.	Does not have the technology to achieve the task; when answering, he may make some awkward remarks. there were mistakes.
		know:				
UK -4	UK -4.1	the basics of embedding logically correct reasoning, rules for preparing and delivering public speeches, principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language	Has a high level of knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language.	Has a good knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language.	Does not have a sufficient knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; the rhetorical aspects of oral and written communication, including in a foreign language	Does not know the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; the rhetorical aspects of oral and written communication, including in a foreign language
		about the basic forms, goals, methods and laws of business communication	High level knowledge of the basic forms, goals, methods and laws of business communication	With some shortcomings, a high level of knowledge of the basic forms, goals, methods and laws of business communication	The minimum acceptable level of knowledge of the basic forms, goals, methods and laws of de-soft communication	Below the minimum level of knowledge of the basic forms, goals, methods and laws of business- vogo communication

	requirements for speech behavior in situations of written and oral business communication	High level of knowledge of the requirements for speech behavior in situations of written and oral business communication	With some inaccuracies, a high level of knowledge of the requirements for speech behavior in situations of written and oral business communication	The minimum acceptable level of knowledge of the requirements for speech behavior in situations of written and oral business communication	Below the minimum level of knowledge of the requirements for speech behavior in situations of written and oral business communication
	be able to:				
	compose a text of a public speech and deliver it, conduct a polemic in a reasoned and convincing manner; analyze the material of technical texts, including those in a foreign language	At a high level, he can compose a text of a public speech and deliver it, conduct a polemic in a reasoned and convincing manner; analyze the material of technical texts, including in foreign languages. language	At a good level, he can compose the text of a public speech and deliver it, conduct a polemic in a reasoned and convincing manner; analyze the material of technical texts, including in foreign languages. language	At a fairly good level, he can compose a text of a public speech and deliver it, conduct a polemic in a reasoned and convincing manner; analyze the material of technical texts, including those in a foreign language	Cannot compose a text for a public speech and deliver it, conduct a polemic in a reasoned and convincing manner; analyze the material of technical texts, including those in a foreign language
	apply in practice knowledge about the basic forms, goals, methods and laws of business communication	All basic skills in applying in practice knowledge about the basic forms, goals, methods and laws of business communication have been fully demonstrated	The basic skills were demonstrated with some flaws on the practical application of knowledge about the basic forms, goals, methods and cones of business communication	The main features are not fully demonstrated skills in applying in practice knowledge about the basic forms, goals, methods and laws of business communication	The main features are not demonstrated skills in applying in practice knowledge about the basic forms, goals, methods and laws of business communication
	effectively use in the practice of written and oral business communication Russian language capabilities	Demonstrated-all the basic skills are used effectively in full call V practice	With some shortcomings, the ability to effectively use to use in practice	Skills not fully demonstrated effectively use in practice Tick written And	The ability to effectively use written and oral communication in practice has not been demonstrated. business communication
	(state)language in its functional varieties	written and oral business communication capabilities of the Russian (state) language in its functional varieties	written and oral business communication capabilities of the Russian (state) language in its functional varieties	oral business communication capabilities of the Russian (state) language in its functional varieties	the possibilities of the Russian (state) language in its functional varieties

own:				
techniques of effective verbal communication; techniques of discussion on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activities, including in a foreign language	Has a high level of command of effective speech communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activities, including foreign language	Has a good command of effective verbal communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activity, including in foreign countries. language	Has a fairly good command of effective verbal communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in scientific and official business styles of speech in Russian to ensure professional activities, including in a foreign language	Does not possess the techniques of effective verbal communication; methods of discussion on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in scientific and official business styles of speech in Russian to ensure professional activities, including in a foreign language
forms, methods and techniques of effective business communication	Demonstrated-skills of fluency in the forms, methods and techniques of effective business communication	In general, basic skills in mastering the forms, methods and techniques of effective business communication were demonstrated.	Minimal demonstrated kitskills in mastering forms, methods and techniques effective-business community	Skills in mastering the forms, methods and techniques of effective business communication have not been demonstrated
Written and oral speech on Russian (state language)	Demonstrated- we are free to use written And	Overall, the demonstration proficiency in written and oral communication	Demonstrated minimal proficiency in written and oral language	Not demonstrated- Vans ownership letter-verbal and oral speech

		language, building it in accordance with existing logical and compositional rules the design of thoughts and the norms of literary language, the requirements of the business communication situation	oral speech in Russian (the state language); skills for constructing it in accordance with existing logical and compositional rules for the presentation of thoughts and the norms of literary language, the requirements of the business communication situation. Isolated minor errors were made	speech on Russian (state) language; skills of its construction V in accordance with With existing logical-skimi and compositional rules formulation of thoughts and norms literary-language, the requirements of the business communication situation. Admitted errors: grammatically x – no more than 1, speech – no more than 2, orthoepic-skih - no more than 2	speech on Russian (state) language; skills of its construction V correspondingly in accordance with existing logical and compositional rules designed-of thought and literary norms language requirements situation-tions of business communication. Admitted errors: grammatically - no more than 3, speech - no more than 5, orthoepic-ski - no more than 5	in Russian (state) language; skills of its construction in accordance with existing logical and compositional rulesthe design of thoughts and the norms of literary language, the requirements of the business communication situation. Admitted errors: grammatical – more than 3, speech – more than 5, spelling – more than 5
		know:				
		norms of oral and written speech in a foreign language	Has a high level of knowledge of the norms of oral and written speech in a foreign language.	Has a good knowledge of the norms of oral and written speech in a foreign language.	Does not know the norms of oral and written speech in a foreign language well enough	Does not know the norms of oral and written speech in a foreign language
	UK -4.2	principles of identifying functional styles and their connection with forms of thinking entrenched in culture; on the technologies of compositional-linguistic expression of mental representations	High level of knowledge principles identification of functional styles and their connections With forms of thinking, fixed-culturally bound; technologies of compositional-linguistic expression thoughts-tive epresentations	With some shortcomings, a high level of knowledge of the principles of identifying functional styles and their connection with forms of thinking, fixed-culturally bound; technologies of compositional-linguistic expression thoughts-representative	The minimum acceptable level of knowledge of the principles of identifying functional styles and their connection with culturally ingrained forms of thinking; technologies of compositional and linguistic expression of mental representations	Below minimum level of knowledge of principles allocation of functionalsti-ley and their connection with forms thinking, fixed cult-swarm; technologies of compositional-linguistic expression of mental representations
		essence, units and	High level	With some under-	Minimum allowable	Below minimum

		requirements for written and oral speech communication	knowledge of the essence, units and requirements for written and oral speech communication	couples have a high level of knowledge of the essence, units and requirements for written and oral speech communications	the level of knowledge of the essence, units and requirements for written and oral speech communication	level of knowledge of the essence, units and requirements for written and oral speech communication
		be able to:				
		translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language; use the capabilities of the official business style in the process of drafting and editing documents in professional activities	At a high level, he/she can translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language; use the possibilities of the official business style in the process of drafting and editing documents in a professional activities	Can translate academic texts (abstracts, summaries, reviews, articles, etc.) from a foreign language or into a foreign language at a good level	Not good enough at translating academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language	Does not know how to translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language
		consciously use the possibilities of the Russian literary language in various situations in the socio-cultural and professional spheres of communication	conscious use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of society	quite conscious use of the possibilities of the Russian literary language in various socio-cultural and professional situations of spheres of communication	in general, the conscious use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of communication	without awareness of the use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of communication
		logically correct, reasoned, and clearly construct written and oral speech	Demonstrated-all the basic skills are fully logically correct, reasoned, clearly construct writing	The basic logical skills were demonstrated with some shortcomings. Skillfully correct, reasoned, It's clear	The basic skills of logically correct and argu-mentally,It's clearbuild written and	Not all basic skills have been demonstrated in a logically correct and arguable manner. mentally, clearly construct written and
			spoken and oral speech	construct written and oral speech	oral speech	oral speech

	own:				
	competent written speech in a foreign language	Has a high level of literate written communication in foreign language	Has a good command of written language in foreign language	Not proficient in written communication in a foreign language	Does not speak written language in a foreign language
	competent written and oral speech in the Russian literary language, building it in accordance with the canons of thought established by the culture of communication	Demonstrated-have the skills of fluent literacy written Andoral speech in Russian literarylanguage, building it in accordance with the thinking and canons, fixed- nym And culture of communication	In general, basic skills of literate written and oral speech in the Russian literary language, building it in accordance with the thinking and canons, were demonstrated. Fixed Andculture of communication	In general, the student demonstrated a fairly competent command of written and oral speech in the Russian literary language, allowing for the following number of errors: spelling/punctuation (up to 4/4), chevykh (up to 4), grammatically x (up to 2)	No demonstrated proficiency in written and oral communication in the Russian literary language: the number of errors: spelling/punctuation (more than 4/4), speech (more than 4), grammatical (more than 2)
	technologies for expressing thoughts in written and oral texts of various stylistic affiliations	Demonstrated-have fluent technology skills expressionthoughts in writing and oral texts of various stylisticbelonging to	In general, basic skills in using technologies for expressing thoughts in written and oral texts of various kinds were demonstrated. stylistic affiliation	Demonstratedminimal knowledge of technology expressionexpression of thoughts in writing And oral texts different styles belonging-nose	No demonstrated proficiency in technologies for expressing thoughts in written and oral texts of various styles
	know:				
UK -4.3	principles of identifying and using modern functional styles, the essence and conditions of speech communication and the logical foundations of speech construction	Has a high level of knowledge of the principles of identifying and using functional styles, the essence and conditions of speech communication and logical foundations of speech construction	Has a good knowledge of the principles of identifying and using functional styles, the essence and conditions of speech communication and logical foundations of speech construction	Does not know well enough the principles of identifying and using functional styles, the essence and conditions of speech communication and logical basics of speech construction	Does not know the principles of identifying and using functional styles, the essence and conditions of speech communication and the logical foundations of speech construction

		about verbal and non-verbal aspects of communications in professional activities	High level knowledge of verbal and non-verbal aspects of communication in professional activities	With some shortcomings, a high level of knowledge of verbal and non-verbal aspects of communication in professional activities	The minimum acceptable level of knowledge of verbal and non-verbal aspects of communication in professional activities	Below the minimum level of knowledge of verbal and non-verbal aspects of communication in professional activities
		rules, methods and strategies for managing conflict situations	High level of knowledge of rules, methods and strategies for managing conflict situations	With some shortcomings, a high level of knowledge of the rules, methods and strategies of managing the conflict situation	The minimum acceptable level of knowledge of the rules, methods and strategies for managing conflict situations	Below the minimum level of knowledge of rules, methods and strategies for managing conflict situations
		be able to:				
		construct a scientific text logically and correctly	At a high level, he is able to construct scientific research in a logical and correct manner. text	At a good level, he is able to construct scientific work logically and correctly and reasonably. text	Not good enough at constructing a scientific text logically and correctly with arguments	He is unable to construct a scientific text logically and correctly, and to present a reasoned argument.
		to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities	Demonstrated-have fully mastered all the basic skills to apply knowledge in practice O verbal And non-verbal aspects of communication in professional activities	The basic skills of applying knowledge about verbal and non-verbal aspects of communication in the profession were demonstrated with some shortcomings. national activities	The main features are not fully demonstrated the ability to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities	The main features are not demonstrated the ability to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities
		manage conflict-situation	Demonstrated-all the basic skills of conflict management are fully developed	Basic management skills were demonstrated with some shortcomings. manage a conflict situation	The main features are not fully demonstrated Skills manage conflict situation	The main features are not demonstrated skills to manage conflict situations
		own:				

		literate written and oral speech in the state (Russian) language	Has a high level of literate written and spoken language skills in the state language (Russian) language	Has a good command of written and spoken language in the state language (Russian) language	Does not have a good command of written and spoken language in the state language (Russian) language	Does not speak or write competently in the state language (Russian)
		a set of verbal and non-verbal means that contribute to the achievement of communication goals in professional activities	Demonstrated full command of verbal and non-verbal means that contribute to the achievement of communication goals in professional activities	In general, proficiency in verbal and non-verbal communication tools that contribute to achieving communication goals in professional activities has been demonstrated.	Demonstrated minimal proficiency in verbal and non-verbal communication and means that contribute to achieving communication goals in professional activities	No demonstrated proficiency in verbal and non-verbal communication tools that facilitate the achievement of communication goals in professional activities
		skills to overcome communication barriers in professional activities	Demonstrated skills to freely overcome communication barriers in professional activities	In general, skills in overcoming communication barriers were demonstrated in professional activities	Minimal demonstrated skill set overcoming communication barriers in professional activities	No demonstrated skills to overcome communication barriers in professional activities
UK -5	UK -5.1	know:				
		types of intercultural communication	Has a high level of knowledge of the types of international communications	Has a good knowledge of the types of intercultural communication	Doesn't know the types of intercultural communication well enough	Does not know the types of intercultural communication
		be able to:				
		anticipate and prevent possible errors when communicating with representatives of different cultures	At a high level, he is able to anticipate and prevent possible errors in communication with representatives of different cultures	At a good level, he is able to anticipate and prevent possible errors when communicating with representatives of different cultures	Not good enough at anticipating and preventing possible errors when communicating with representatives of different cultures	Unable to anticipate and prevent possible errors when communicating with representatives of different cultures
		own:				
		General theory of intercultural communication	At a high level has a general theory	At a good level has a general theory	Not good enough has a general theory	Does not give a general theory

		kation	intercultural communication	intercultural communication	intercultural communication	intercultural relations communication
		know:				
		forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations	At a high level, he knows the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professions. in urgent situations	Has a good knowledge of the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professions. in urgent situations	Does not know well enough the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations	Does not know the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations
		be able to:				
	UK -5.2	to form social connections; to make decisions in non-standard situations, observing the principles of social and ethical responsibility	At a high level, he is able to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility	At a good level, he is able to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility	Not good enough at forming social connections; making decisions in non-standard situations, observing the principles of social and ethical responsibility.	Does not know how to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility
		own:				
		skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature	Has a high level of social interaction skills in technological environments; methods of decision-making in non-standard situations that exclude negative consequences social and ethical nature	Has a good level of social interaction skills in technological environments; methods of decision-making in non-standard situations that exclude negative consequences social and ethical nature	Does not have sufficient skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature	Does not possess the skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature
		know:				

UK -6	UK -6.1	Mechanisms for assessing one's resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of an assigned task	At a high level, he knows the mechanisms for assessing his resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of the assigned task.	He has a good knowledge of the mechanisms for assessing his resources and their limits (personal, situational, time-related), and how to optimally use them for the successful completion of the assigned task.	He knows quite well the mechanisms for assessing his resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of an assigned task	He knows the mechanisms for assessing his resources and their limits (personal, situational, time-related), how to optimally use them for the successful completion of the assigned task
		Basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement	Knows the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, does not make mistakes	Knows the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, but may make several mistakes when answering minor errors	Poor knowledge of the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, and makes many mistakes when answering	The level of knowledge about the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement allows for many mistakes when answering
		Existing concepts of self-development, personal growth	Knows existing concepts of self-development, personal growth, does not make mistakes	Knows existing concepts of self-development and personal growth, but may make some mistakes when answering. how many minor errors	Poor knowledge of existing concepts of self-development and personal growth, and makes many mistakes when answering.	The level of knowledge of existing concepts of self-development and personal growth is below the minimum, while Vete makes a lot of mistakes
		be able to:				

		assess your resources and their limits (personal, situational, time-related), and use them optimally to successfully complete the assigned task	At a high level, he knows how to evaluate his resources and their limits (personal, situational, temporary), and how to use them optimally for successful completion of the assigned task	At a good level, he knows how to evaluate his resources and their limits (personal, situational, temporary), and how to use them optimally for successful completion of the assigned task	It is not good enough to use resources and their limits (personal, situational, time) optimally for the successful completion of the assigned task	Does not know how to assess his resources and their limits (personal, situational, temporary), and how to use them optimally to successfully complete the assigned task
			Denmark	Denmark		
		Develop trajectories for your own professional growth	Demonstrates the ability to develop trajectories for their own professional and personal growth, does not make mistakes	Demonstrates the ability to develop trajectories for their own professional and personal growth, but may make some minor mistakes	In general, he demonstrates the ability to develop trajectories for his own professional and personal growth, but makes many mistakes	Demonstrates the ability to develop trajectories for their own professional and personal growth, but makes many serious mistakes
		own:				
		skills to assess one's resources and their limits (personal, situational, time-related), and their optimal use for the successful completion of the assigned task	Has a high level of skills in resources and their limits (personal, situational, temporary), their optimal use for the successful completion of an assigned task	Has a good level of skills in assessing one's resources and their limits (personal, situational, time), their optimal use for successful implementation fulfillment of the assigned task	Does not have sufficient skills to assess one's resources and their limits (personal, situational, time), and to use them optimally for the successful completion of an assigned task	Does not have the skills to assess his resources and their limits (personal, situational, time), and their optimal use for the successful completion of the assigned task
		know:				
		characteristics and mechanisms of the processes of self-development and self-realization of the individual	At a high level, he knows the characteristics and mechanisms of self-development processes and self-realization of	Has a good knowledge of the characteristics and mechanisms of self-development processes and self-realization of the	Does not know well enough the characteristics and mechanisms of self-development processes and self-realization of	Does not know the characteristics and mechanisms of the processes of self-development and self-realization of the

	UK -6.2		the individual	individual	the individual	individual
		Theoretical and practical approaches to measuring self-esteem	Knows theoretical and practical approaches to measuring self-esteem and does not make mistakes	Knows theoretical and practical approaches to measuring self-esteem, but may make several minor mistakes when answering	Poor knowledge of theoretical and practical approaches to measuring self-esteem, makes many mistakes when answering	The level of knowledge of theoretical and practical approaches to measuring self-esteem is below the minimum requirement and allows for many rude answers. there were mistakes
be able to:						
		to realize personal abilities and creative potential in various types of activities in social communities	At a high level, he is able to realize personal abilities and creative potential in various types of social activities communities	At a good level, he knows how to realize his personal abilities and creative potential in various types of social activities. communities	Not good enough at realizing personal abilities and creative potential in various types of social community activities	Does not know how to realize personal abilities and creative potential in various types of activities in social communities
		own:				
		techniques of self-development and self-realization in professional and other spheres of activity	Has a high level of knowledge of self-development and self-realization techniques in the professional and other areas of activity	Has a good command of self-development and self-realization techniques in the professional and other areas of activity	Does not have a good enough command of self-development and self-realization techniques in professional and other areas of activity	Does not possess techniques for self-development and self-realization in professional and other areas of activity
		know:				
		The main postulates of economic, organizational and management theory	At a high level he knows the basic principles of economic and organizational and management theory	Has a good knowledge of the basic principles of economic and organizational and management theory	Doesn't know the basic principles of economic and organizational theory well enough. and management theory	Does not know the basic postulates of economic, organizational and management theory
		be able to:				

OPK-1	OPK-1.1	Apply knowledge of economic, organizational and management theory to solve professional problems	At a high level, he is able to apply knowledge of economic, organizational and management theory for re-solving professional problems	At a good level, he is able to apply knowledge of economic, organizational and management theory for re-solving professional problems	He is quite good at applying knowledge of economic, organizational and management theory to solve professional problems.	Unable to apply knowledge of economic, organizational and management theory to solve professional problems
		own:				
		Skills in applying knowledge on economic, organizational and management theory-	Has a high level of knowledge application skills in economics,	Has a good level of knowledge application skills in economics,	Does not have sufficient skills in applying knowledge of economic, organizational	Does not have the skills to apply knowledge of economic, organizational nationalization and management
		rii for solving professional problems	organizational and management theory for solving professional tasks	organizational and management theory for solving professional tasks	national and management theory for solving professional problems	the theory of professional development for solving professional problems
		Know:				
		Innovative approaches to generalization and critical analysis to improve the effectiveness of management activities	Highly knowledgeable in innovative approaches to generalization and critical analysis to improve efficiency management activities	Has a good knowledge of innovative approaches to generalization and critical analysis to improve efficiency management activities	Does not have sufficient knowledge of innovative approaches to generalization and critical analysis to improve management efficiency lechensky activity	Does not know innovative approaches to generalization and critical analysis to improve the effectiveness of management activities
		Fundamentals of critical analysis of management activities	Fully knows the basics of critical analysis of management activities	Knows the basics of critical analysis of management activities, but may make some mistakes when answering. gross errors	Does not know the basics of critical analysis of management activities well enough and may make several mistakes when answering gross errors	Does not know the basics of critical analysis of management activities and may make several gross mistakes when answering. side
	OPK-1.2	be able to:				

		To use innovative approaches to generalize and critically analyze management practices	At a high level, he is able to generalize and critically analyze practices using innovative approaches management	At a good level, he is able to generalize and critically analyze practices using innovative approaches management	Not good enough at generalizing and critically analyzing management practices using innovative approaches	Does not know how to generalize and critically analyze management practices using innovative approaches
		Own:				
		skills of generalization and critical analysis to improve the effectiveness of management activities	Has a high level of generalization and critical analysis skills to improve efficiency. efficiency of management activities	Has a good level of generalization and critical analysis skills to improve efficiency. efficiency of management activities	Does not have sufficient generalization and critical analysis skills to improve efficiency management activities	Does not possess the skills of generalization and critical analysis to improve the effectiveness of management activities
		Technologies have achieved achievement of the assigned task	Fluent technologies for achieving the set task	Good enough has the technologies to achieve the task, but may make several mistakes when answering minor errors	Poor tech skills logics for achieving the task, when answering, he may make several gross mistakes	Does not own the technology to achieve the set task, when answering, he may make several gross mistakes
		Know:				
		Advanced methods of collecting, processing and analyzing information	Has a high level of knowledge of advanced methods of collecting, processing and analyzing information formations	Has a good knowledge of advanced methods of collecting, processing and analyzing information formations	Does not have sufficient knowledge of advanced methods of collecting, processing and analyzing information formations	Does not know advanced methods of collecting, processing and analyzing information
		Be able to:				
	OPK -2.1	Using modern technology and advanced methods, collect, process and analyze information	At a high level, he is able to use modern technology and advanced methods to collect, process and information analysis	At a good level, he is able to use modern technology and advanced methods to collect, process and information analysis	Not good enough at collecting, processing and analyzing information using modern technology and advanced methods. formations	Does not know how to collect, process and analyze information using modern technology and advanced methods
OPK -2		Own:				

		Advanced and modern methods of data collection, processing and analysis	Has a high level of proficiency in advanced and modern methods of data collection, processing and analysis data	Has a good command of advanced and modern methods of data collection, processing and analysis data	Not proficient in advanced and modern methods of data collection, processing and analysis	Does not possess advanced and modern methods of collecting, processing and analyzing data
	OPK-2.2	Know::				
		Existing information and analytical systems for their further use in solving management and research problems	Has a high level of knowledge of existing information and analytical systems for their further use in solving management and research tasks	Has a good knowledge of existing information and analytical systems for their further use in solving management and research tasks	Does not know existing information and analytical systems well enough to use them further in solving management and research problems	Does not know existing information and analytical systems for their further use in solving management and research problems
		Be able to:				
		Solve management and research problems using information and analytical systems	At a high level, he is able to solve management and research problems using information and analytical systems. stem	At a good level, he is able to solve management and research problems using information and analytical systems. stem	Not good enough at solving management and research problems using information and analytical systems	Does not know how to solve management and research problems using information and analytical systems
		Own:				
		Skills in working in information and analytical systems when solving management and research problems	Has a high level of skills in working with information and analytical systems when solving management and research tasks	Has a good level of skills in working with information and analytical systems when solving management and research tasks	Does not have sufficient skills in working with information and analytical systems when solving management and research problems	Does not have the skills to work in information and analytical systems when solving management and research problems
		Know:				

OPK-3	OPK-3.1	the most effective ways of making organizational and managerial decisions	At a high level, he knows the most effective ways of making organizational decisions. management decisions	He has a good knowledge of the most effective ways of making organizational decisions. management decisions	Does not know well enough the most effective ways of making organizational and managerial decisions	Does not know the most effective ways of making organizational and managerial decisions
		Be able to:				
		Select the most effective methods of organizational and managerial decisions and assess their social significance	At a high level, he is able to choose the most effective methods of organizational and managerial decisions and evaluates their social of no small significance	At a good level, he is able to choose the most effective methods of organizational and managerial decisions and evaluates their social of no small significance	Not good enough at choosing the most effective methods of organizational and management decisions and assessing their social significance	Does not know how to choose the most effective methods of organizational and managerial decisions and evaluate their social significance
		Own:				
		Skills for assessing the social significance of selected effective methods of organizational and managerial decisions	Has a high level of skills in assessing the social significance of selected effective methods of organizational and managerial re-sheny	Has a good level of skills in assessing the social significance of selected effective methods of organizational and managerial re-sheny	Does not have sufficient skills in assessing the social significance of selected effective methods of organizational and managerial decisions	Does not have the skills to assess the social significance of selected effective methods of organizational and managerial decisions
		Know:				
		Methods for setting goals and objectives to ensure the implementation of management decisions	Has a high level of knowledge of methods for setting goals and objectives to ensure the implementation of management ical solutions	Has a good knowledge of the methods of setting goals and objectives to ensure the implementation of management ical solutions	Does not have a good enough knowledge of the methods of setting goals and objectives to ensure the implementation of management ical solutions	Does not know the methods of setting goals and objectives to ensure the implementation of management decisions
		Be able to:				

	OPK-3.2	To formulate goals and objectives that ensure the implementation of management decisions	At a high level, he is able to formulate goals and objectives that ensure the implementation of management decisions	At a good level, he is able to formulate goals and objectives that ensure the implementation of management decisions	Not good enough at formulating goals and objectives to ensure the implementation of management decisions	Does not know how to formulate goals and objectives that ensure the implementation of management decisions
		Own:				
		Methods of setting goals and determining ways to achieve them	Has a high level of command of goal setting techniques, determining the methods	Has a good command of goal setting techniques, determining the methods	Doesn't have a good enough command of goal setting techniques and determining methods	Does not have the skills to set goals and determine ways to achieve them
		Know:				
OPK-4	OPK-4.1	Fundamentals of project and process activities in an organization taking into account the use of modern management practices	At a high level, he knows the basics of project and process activities in the organization, taking into account the use of temporary management practices	Has a good knowledge of the basics of project and process activities in an organization, taking into account the use of temporary management practices	Does not have a sufficient knowledge of the basics of project and process activities in the organization, taking into account the use of modern management practices	Does not know the basics of project and process activities in an organization, taking into account the use of modern management practices
		the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities, in the volume corresponding to the training program, without errors	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities, in the volume corresponding to the training program, there are several minor mistakes	The minimum acceptable level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve the set goals in project and process activities, in the volume corresponding to the training program, there are many non-rough mistakes	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities is below the minimum requirements; gross errors occur
		Be able to:				

		demonstrate leadership and communication skills to achieve set goals in project and process activities	At a high level, he is able to demonstrate leadership and communication skills to achieve set goals in project and process work. activities	At a good level, he is able to demonstrate leadership and communication skills to achieve set goals in project and process work. activities	Not good enough at demonstrating leadership and communication skills to achieve set goals in project and process work activities	Unable to demonstrate leadership and communication skills to achieve set goals in project and process activities
		Apply the content of internal and external communications management of the organization as a tool for implementing leadership and communication skills to achieve the set goals in the project.	Demonstrated-all the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication	Demonstrated-all the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication	Demonstratedall the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills	Not all the basic skills to apply the content of managing internal and external communications of the organization as a tool for implementing leadership and communication skills for achievement of goals
		activities	achieving the set goals in project and process activities, in full in nominal volume	achieving the set goals in project and process activities, with gross shortcomings	goals in project and process activities, there are minor errors	In the context of achieving project and process goals, gross errors occur
		Own:				
		leadership and communication skills to achieve goals in project and process activities	Possesses high-level leadership and communication skills to achieve project goals. and process activities	Possesses good leadership and communication skills to achieve project goals. and process activities	Does not have sufficient leadership and communication skills to achieve the set goals in the project and process activities	Does not have leadership and communication skills to achieve set goals in project and process activities

	Terminology in the field of content management of internal and external communications of the organization as a tool for the implementation of leadership and communication skills to achieve goals in project and process activities	Demonstrated-skills in applying terminology in the field of content management of internal and external communications of the organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	Demonstrated-basic skills in applying terminology in the field of content management of internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	Demonstrated a minimum set of skills in applying terminology in the field of content management of internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	Skills in applying terminology in the field of content management of internal and external communications of the organization as a tool for implementing leadership and communication skills to achieve the set goals in project and process activities have not been demonstrated
OPK-4.2	Know:				
	Classification of business models of the modern innovative market	Has a high level of knowledge of the classification of business models of the modern innovation market	Has a good knowledge of the classification of business models of the modern innovation market	Does not know the classification of business models of the modern market in the innovative direction well enough	Does not know the classification of business models of the modern innovative market
	management methods internal and external communications of the organization in order to develop the organization's business model, taking into account the analysis of market situations and the innovative focus of the activities	Level of knowledge of me-methods of managing internal and external communications of an organization in order to develop a business model of the organization, taking into account the analysis of market situations and the innovative focus of activities, without errors	Level of knowledge of me-In the process of managing internal and external communications of an organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of the activity, there are several minor errors	Minimum allowable the current level of knowledge of methods for managing internal and external communications of an organization in order to develop a business model of the organization, taking into account the analysis of situations on the market and the innovative focus of activities in the volume corresponding to the training program, there are many minor errors side	Level of knowledge of the method-the management of internal and external communications of the organization in order to develop a business model of the organization, taking into account the analysis of activities below the minimum requirements, there are gross errors
	Be able to:				

	<p>identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and corresponding business models of organizations</p>	<p>At a high level, he is able to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding ones business models of organizations</p>	<p>At a good level, he is able to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding ones business models of organizations</p>	<p>Not good enough at identifying and assessing new market opportunities, developing strategies for creating and developing innovative areas of activity and corresponding business models of organizations</p>	<p>Unable to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and corresponding business models of organizations</p>
	<p>apply methods of managing internal and external communications of the organization in order to develop a business model of the organization taking into account the analysis of situations market and innovation</p>	<p>Demonstrated-all the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing boots business models</p>	<p>Demonstrated-all the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing boots business models</p>	<p>Demonstratedall the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing business models of organization</p>	<p>Not all the basic skills to apply methods of managing internal and external communications of the organization for the purpose of developing a business model have been demonstrated organizations taking into account</p>
	<p>direction of activity</p>	<p>organizations taking into account the analysis of market situations and the innovative focus of activities in full</p>	<p>organizations taking into account the analysis of market situations and the innovative focus of activities with non-rough shortcomings</p>	<p>Taking into account the analysis of the market situation and the innovative focus of the activities, there are minor errors</p>	<p>analysis of market situations and innovative focus of activities, there are gross errors</p>
	Own:				
	<p>Skills in developing a strategy for the creation and development of innovative areas of activity and corresponding business models of organizations</p>	<p>Has a high level of skills in developing strategies for the creation and development of innovative areas of activity and the corresponding business organizational models</p>	<p>Has a good level of skills in developing strategies for the creation and development of innovative areas of activity and the corresponding business organizational models</p>	<p>Does not have sufficient skills in developing a strategy for the creation and development of innovative areas of activity and the corresponding business models of the organization. zations</p>	<p>Does not have the skills to develop a strategy for the creation and development of innovative areas of activity and the corresponding business models of organizations</p>

		terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of activities	demonstrated skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for an organization, taking into account the analysis of market situations and the innovative focus of activities to the fullest extent	demonstrated basic skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model of the organization, taking into account the analysis of market situations and the innovative focus of activities	Demonstrated a minimum set of skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of activities	Skills in applying terminology in the field of methods for managing internal and external communications and organization for the purpose of developing a business model for an organization, taking into account the analysis of market situations and the innovative focus of activities, have not been demonstrated.
OPK-5	OPK-5.1	Know:				
		Methodology of scientific research and generalization of the obtained results	Has a high level of knowledge of scientific research methodology.	Has a good knowledge of scientific research methodology and generalizations of obtained results	Doesn't know the methodology of scientific research well enough	Does not know the methodology of scientific research and generalization of results
		Be able to:				
		perform a critical analysis of scientific research and summarize the results obtained	At a high level, he is able to perform critical analysis of scientific research and generalize the results. results obtained	At a good level, he is able to carry out a critical analysis of scientific research and generalize the results. results obtained	Not good enough at critically analyzing scientific research and generalizing the findings results	Does not know how to critically analyze scientific research and generalize the results obtained
		Own:				

		Skills of critical analysis of scientific research and generalization of the obtained results	Has a high level of skills in critical analysis of scientific research and generalization results obtained	Has a good level of skills in critical analysis of scientific research and generalization of results. obtained results	Does not have sufficient skills in critical analysis of scientific research and generalization of the obtained results	Does not have the skills to critically analyze scientific research and generalize the results obtained
	OPK-5.2	Know:				
		Principles, methods, and requirements for research projects	Has a high level of knowledge of the principles, methods, and requirements for scientific research projects	Has a good knowledge of the principles, methods, and requirements for scientific research projects	Does not have a good enough knowledge of the principles, methods, and requirements for research projects	Does not know the principles, methods, and requirements for research projects
		Be able to:				
		Plan and implement research projects	At a high level he is able to plan and implement scientific-research projects	At a good level he knows how to plan and implement scientific-research projects	Not good enough at planning and implementing research projects	Does not know how to plan and implement research projects
		Own:				
	Methodology, methods, techniques of planning and implementation results of scientific research projects	Has a high level of knowledge of methodology, methods, and techniques moms planning and implementation of research results projects	Has a good command of methodology, methods, and techniques. moms planning and implementation of research results projects	Doesn't have a good enough command of methodology, methods, and techniques Planning and implementation recognition of the results of scientific research projects	Does not have a knowledge of methodology, methods, and planning techniques and implementation of results research projects	
<b>Focus: Media project production and game design</b>						
PK-1	PK-1.1	Know:				
		Fundamentals of the production cycle and product logic; principles of forming a value	At a high level knows the basics of the production cycle and product logic;	At a good level knows the basics of the production cycle and product logic;	Not good enough knows the basics of the production cycle and product logic; principles	Doesn't know the basics of the production cycle and product logic; principles of forming a

		<p>proposition. methodology for developing business models for gaming projects modern digital formats of media and gaming products</p>	<p>principles of forming a value proposition. At a high level knows the methodology for developing business models for gaming projects At a high level knows modern digital formats of media and gaming products</p>	<p>principles of forming a value proposition. At a good level knows the methodology for developing business models for gaming projects At a good level knows modern digital formats of media and gaming products</p>	<p>of forming a value proposition. Not good enough knows the methodology for developing business models for gaming projects Not good enough knows modern digital formats of media and gaming products</p>	<p>value proposition. Doesn't know the methodology for developing business models for gaming projects Doesn't know modern digital formats of media and gaming products</p>
Be able to:						
<p>make key decisions on content, timing, and resources form a business model for a new digital product or media format determine the costs of creating a game project and justify its economic efficiency</p>	<p>At a high level, he is able to make key decisions on content, timing and resources At a high level, he is able to form a business model for a new digital product or media format At a high level, he is able to determine the costs of creating a game project and justify its economic efficiency</p>	<p>Has a good ability to make key decisions on content, deadlines and resources Has a good ability to formulate a business model for a new digital product or media format Has a good ability to determine the costs of creating a game project and justify its economic efficiency</p>	<p>Not good enough at making key decisions on content, timing, and resources Not good enough at formulating a business model for a new digital product or media format Not good enough at determining the costs of creating a game project and justifying its economic efficiency</p>	<p>Incapable of making key decisions on content, timing, and resources Unable to formulate a business model for a new digital product or media format Doesn't know how to determine the costs of creating a game project and justify its economic efficiency</p>		
Own:						
<p>methods and promotion of the project brand creation production tools; methods of managing the creative process skills in investment analysis and project effectiveness assessment, risk management</p>	<p>Has a high level of knowledge of methods and promotion of creation branding of the project Has a high level of proficiency in production tools and creative process management methods Has a high level of</p>	<p>Has a good command of methods and promotion of creation branding of the project Has a good command of production tools and creative process management methods Has a good level of skills in investment</p>	<p>Not good enough in methods and promotion of creation project brand Not proficient in production tools and creative process management methods investment skills. Not proficient in analysis and evaluation of project</p>	<p>Does not possess methods and promotion for creating a project brand Does not possess production tools; creative process management methods Does not have skills in investment analysis and project effectiveness</p>		

			skills in investment analysis and project effectiveness assessment, risk management	analysis and project effectiveness assessment, risk management	effectiveness, risk management	assessment, risk management
	PK -1.2	Know				
		UX/UI and visual composition principles; basics of interface usability and accessibility.	Highly knowledgeable in UX/UI principles and visual composition; basic usability and interface accessibility.	Has a good knowledge of modern UX/UI principles and visual composition; and the basics of interface usability and accessibility.	Lacks sufficient knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Does not know the principles of UX/UI and visual composition; the basics of interface usability and accessibility.
		The role of motion design as a strategic tool in media and game design	At a high level understands the role of motion design as a strategic tool in media and game design	At a good level understands the role of motion design as a strategic tool in media and game design	Not good enough understands the role of motion design as a strategic tool in media and game design	Doesn't know the role of motion design as a strategic tool in media and game design
		technological features and production stages of key techniques, as well as the full cycle of creating an animated product	At a high level knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	At a good level knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	Not good enough knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	Does not know the technological features and production stages of key techniques, as well as the full cycle of creating an animation product
		Be able to				
		design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	At a high level, he is able to design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	Proficient in designing interface structures (screen maps, user flows); justifying decisions based on quality criteria and project constraints	Not good enough at designing interface structure (screen map, user flow); justifying decisions through quality criteria and project constraints	Cannot design interface structure (screen map, user flow); justify decisions based on quality criteria and project constraints

Select potential platforms and distribution channels for new media formats and creative pilot projects	At a high level, he is able to select potential placement sites and distribution channels for new media formats and creative pilot projects.	At a good level, he is able to select potential platforms for placement and distribution channels for new media formats and creative pilot projects	Not good enough at selecting potential placement sites and distribution channels for new media formats and creative pilot projects	Does not know how to select potential placement sites and distribution channels for new media formats and creative pilot projects
Select tools and technologies for interaction with target audiences	At a high level, he is able to select tools and technologies for interaction with the target new audiences	At a good level, he is able to select tools and technologies for interaction with the target new audiences	Not good enough at choosing tools and technologies for interaction with target groups audiences	Does not know how to make a choice of tools and technologies for interaction with target audiences
To own				
skills in developing a digital marketing strategy and selecting digital communications channels to create a new media format or creative media project	Has a high level of skills in developing digital marketing strategies and selecting digital communications channels to create a new media format or creative media project	Has a good level of skills in developing a digital marketing strategy and selecting digital communications channels to create a new media format or creative media project	Does not have sufficient skills in developing a digital marketing strategy and selecting digital communication channels to create a new media format or creative media project	Does not have the skills to develop a digital marketing strategy and select digital communications channels to create a new media format or creative media project
skills in analyzing the visual language of animation, understanding the technological pipeline	Has a high level of skills in analyzing the visual language of animation and understanding the technological pipeline	Has a good level of skills in analyzing the visual language of animation and an understanding of the technological pipeline	Doesn't have sufficient skills in analyzing the visual language of animation and understanding the technological pipeline	Does not have the skills to analyze the visual language of animation or understand the technological pipeline
Skills in selecting resources for developing a product of a certain media format	Has a high level of skills in selecting funds for the development of a product of a certain medium. diaformat	Has a good level of skills in selecting funds for the development of a product of a certain medium. diaformat	Does not have sufficient skills in selecting funds for the development of a product of a certain type diaformat	Does not have the skills to select funds for the development of a product of a certain media format
Know:				

PK -1.3	Fundamentals of the media market and gaming industry	Has a high level of knowledge of the fundamentals of the media market and the gaming industry	Has a good knowledge of the fundamentals of the media market and the gaming industry	Doesn't have a good enough understanding of the fundamentals of the media market and gaming industry	Doesn't know the basics of the media market and the gaming industry
	Principles of content analysis	Has a high level of knowledge of the principles of analysis. content linking	Has a good knowledge of the principles of analysis. content linking	Doesn't know the principles of analysis well enough. content linking	Doesn't know the principles of content analysis
	Stages of conducting marketing research in the media environment	Has a high level of knowledge of the stages of marketing research in the media environment	Has a good knowledge of the stages of marketing research in the media environment	Doesn't know the stages of marketing well enough research in the media environment	Does not know the stages of conducting marketing research in the media environment
	Methods for identifying the needs of the target audience	Has a high level of knowledge of ways to identify needs target audience	Has a good knowledge of how to identify needs target audience	Doesn't know enough about ways to identify needs target audience	Doesn't know how to identify the needs of the target audience
	Be able to:				
	assess demand through criteria and metrics	At a high level, he is able to assess demand through criteria and metrics	On good at this level, he is able to assess demand through criteria and metrics	Not good enough at assessing demand through criteria and metrics	Doesn't know how to evaluate demand through criteria and metrics
	create media texts in English for use in stories of different types	He can do it at a high level create media texts in English for use in stories of different types	On good can do it at this level create media texts in English for use in stories of different types	Not good enough create media texts in English for use in stories of different types	Cannot create media texts in English for use in different types of stories
	Own:				
	product packaging tools (brand/tone, presentation, press kit); and iterative improvement practices based on data and feedback.	Highly proficient in product packaging tools (brand/tone, presentation, press kit); and iterative improvement practices based on data and feedback.	Proficient in product packaging tools (brand/tone, presentation, press kit) and iterative improvement practices based on data and feedback.	Lacks sufficient knowledge of product packaging tools (brand/tone, presentation, press kit); practices of iterative improvement based on data and feedback.	Lacks knowledge of product packaging tools (brand/tone, presentation, press kit); practices for iterative improvement based on data and feedback.

		Marketing tools for content and audience analysis	Has a high level of proficiency in marketing tools for content analysis and audience	Has a good command of marketing tools for content analysis and audience	Not proficient enough in marketing tools for content analysis and Audiences	Does not have marketing tools for content and audience analysis
PK -2	PK -2.1	Know:				
		fundamentals of the production cycle and product logic;	Highly knowledgeable about the fundamentals of the production cycle and product logic; principles of forming a value proposition	Has a good knowledge of the basics of the production cycle and product logic; principles of forming a value proposition	Doesn't have a good understanding of the fundamentals of the production cycle and product logic; principles of forming a value proposition	Doesn't know the basics of the production cycle and product logic; principles of forming a value proposition
		principles of forming a value proposition	Excellent knowledge of the principles of forming a value proposition	Well-versed in the principles of forming a value proposition	Satisfactorily knows the principles of forming a value proposition	Doesn't know the principles of forming a value proposition
		Be able to:				
		make key decisions on content, timing, and resources	At a high level, he is able to make key decisions on content, timing and resources	Has a good ability to make key decisions on content, deadlines and resources	Not good enough at making key decisions on content, timing, and resources	Incapable of making key decisions on content, timing, and resources
		make a schedule media production product	At a high level can compose media product production schedule	On good at this level he can compose there is a schedule for the production of a media product	Not good enough knows how to compose a graph media product production	Can't compose production schedule media product
		calculate the funding for a media project	At a high level, he is able to calculate financing media project	At a good level he can calculate financing media project	Not good enough at calculating financing media project	Doesn't know how to calculate media project financing
		To own				

	production tools; methods of managing the creative process	Has a high level of proficiency in production tools and creative process management methods	Has a good command of production tools and creative process management methods	Not proficient in production tools and creative process management methods	Does not possess production tools; creative process management methods
	Skills for the step-by-step implementation of a media project	Has a high level of skills in the phased implementation of a media project	Has a good level of skills in step-by-step implementations of the media project	Not good enough at step-by-step implementation skills media project	Does not have the skills to implement a media project step by step
	technical means and technologies for developing media products	Has a high level of technical knowledge and development technologies media product ki	Has a good command of technical means and development technologies media product ki	Does not have a good enough command of technical means and technologies for developing media product	Does not possess technical means and technologies for developing media products
PK -2.2	Know:				
	UX/UI and visual composition principles; basics of interface usability and accessibility.	Highly knowledgeable in UX/UI principles and visual composition; basic usability and interface accessibility.	Has a good knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Lacks sufficient knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Does not know the principles of UX/UI and visual composition; the basics of interface usability and accessibility.
	methods for assessing the effectiveness of media projects	Has a high level of proficiency in methods of assessing the effectiveness of style of media projects	Has a good command of methods for assessing the effectiveness of style of media projects	Not proficient in performance evaluation methods media projects	Does not have knowledge of methods for evaluating the effectiveness of media projects
	Be able to:				
	design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	At a high level, he is able to design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	Proficient in designing interface structures (screen maps, user flows); justifying decisions based on quality criteria and project constraints	Not good enough at designing interface structure (screen map, user flow); justifying decisions through quality criteria and project constraints	Unable to keep up with new technologies in the field of media production state

		Use new technologies when developing the concept of a media product	At a high level, he is able to use new technologies in developing the concept of media projects.	At a good level, he knows how to use new technologies in developing the concept of media projects.	Not good enough at using new technologies when developing a media product concept	Doesn't know how to use new technologies when developing a media product concept
		To own				
		tools for preparing specifications and design guides; practices for coordinating the interface with production requirements	Highly proficient in tools for preparing specifications and design guides; and practices for coordinating interfaces with production requirements	Has a good command of tools for preparing specifications and design guides; and practices for coordinating interfaces with production requirements.	Lack of knowledge of tools for preparing specifications and design guides; lack of experience in coordinating interfaces with production requirements	Does not have the tools to prepare specifications and design guides; or the practices to coordinate the interface with production requirements
		Skills in introducing new technologies into media production practices	Has a high level of skills in implementing new technologies into practice ku media production	Has a good level of skills in implementing new technologies into practice. ku media production	Does not have sufficient skills in implementing new technologies into media production practices	Does not have the skills to implement new technologies into media production practices
		Know:				
	PK -2.3	the main regulatory acts governing activities in the media sphere the essence, role and objectives of strategic marketing	Has a high level of knowledge of the main regulatory acts governing activities in the diasphere Thoroughly understands the essence, role and objectives of strategic marketing	Has a good knowledge of the main regulatory acts governing activities in the diasphere Has a good knowledge of the essence, role and objectives of strategic marketing	Does not have a good enough knowledge of the main regulations governing activities in the media sphere. Does not have a good enough understanding of the essence, role and objectives of strategic marketing	Does not know the main regulations governing activities in the media sphere Does not know the essence, role and objectives of strategic marketing
		Be able to				
		To create products that are in demand by society and media industry ducts assess the market situation create media texts in English for use in	At a high level he is able to create impressions publicly demanded state and the media products industry He is able to assess the	At a good level he is able to create images publicly demanded state and the media products industry He is able to assess the market situation at a	Not good enough at creating images. publicly demanded state and the media products industry Not good enough at assessing the market	Doesn't know how to create popular public-economy and industry media products Unable to assess the market situation Cannot create media texts

	stories of different types	market situation at a high level At a high level, he is able to create media texts in English for their use in torii of different types	good level At a good level, he can create media texts in English for their use in history. torii of different types	situation Not good enough at creating media texts in English for use in stories different types	in English for use in stories of different types
	Own:				
	skills in creating media texts and other media products	Has a high level of skills in creating media texts and other media products	Has a good level of skills in creating media texts and other media products	Does not have sufficient skills in creating media texts and other media products	Does not have the skills to create media texts and other media products
	skills in developing an organization's marketing strategy, taking into account market analysis	Has a high level of commandskills in developing an organization's marketing strategy, taking into account market analysis	Has a good command ofskills in developing an organization's marketing strategy, taking into account market analysis	Not proficient enoughskills in developing an organization's marketing strategy, taking into account market analysis	Doesn't ownskills in developing an organization's marketing strategy, taking into account market analysis
	modern technical means and information technologies for creating media products	Has a high level of proficiency in modern technical means and information technologies for creation Media product	Has a good command of modern technical means and information technologies for creation media product	Does not have a good command of modern technical means and information technologies for creating media products. duct	Does not possess modern technical means and information technologies for creating media products
PK-3	PK -3.1	Know:			
	Fundamentals of Decision Making in Media Communications Management	At a high level knows the basics of decision-making in media communications management	At a good level knows the basics of decision-making in media communications management	Not good enough knows the basics of decision-making in media communications management	Does not know the basics of decision-making in media communications management

	methods of forming a project team in order to solve problems in organizing the activities of a media enterprise	At a high level, he knows the methods of forming a project team in order to solve problems in organizing the activities of a media enterprise.	Has a good knowledge of the methods of forming a project team in order to solve problems in organizing the activities of a media enterprise.	Does not have a good enough knowledge of how to form a project team in order to solve problems in organizing the activities of a media enterprise	Does not know how to form a project team in order to solve problems in organizing the activities of a media enterprise
	organization of the activities of structural divisions of a media enterprise	Has a high level of knowledge of the organization of activities of structural divisions. media enterprises	Has a good knowledge of the organization of activities of structural divisions. media enterprises	Does not have a good enough knowledge of the organization of activities of the structural divisions of the media enterprise	Does not know the organization of the activities of the structural divisions of the media enterprise
	methods for creating project offices for the implementation of technological, organizational and marketing innovations	At a high level, he knows the ways of creating project offices for the implementation of technological, organizational and marketing innovations	Has a good knowledge of the methods of creating project offices for the implementation of technological, organizational and marketing innovations	Does not have sufficient knowledge of how to create project offices to implement technological, organizational and marketing innovations	Does not know how to create project offices to implement technological, organizational and marketing innovations
	methods for effective selection of qualified specialists for a media enterprise	Has a high level of knowledge of methods for the effective selection of qualified personnel media enterprise specialists	Has a good knowledge of methods for the effective selection of qualified personnel media enterprise specialists	Does not have sufficient knowledge of methods for the effective selection of qualified specialists media enterprise specialists	Does not know the methods of effective selection of qualified specialists for a media enterprise
	Be able to:				
	use methods for forming a media project team	At a high level, use methods of formation media project teams	At a good level he knows how to use methods of formation media project team	Not good enough at using the methods of formation media project team	Doesn't know how to use methods for forming a media project team
	carry out selection qualified specialists and	At a high level is able to select qualified	At a good level is able to select	Not good enough is able to select qualified	Doesn't know how to implement selection of

subcontractors to carry out projects	specialists and subcontractors to perform projects	qualified specialists and subcontractors to perform projects	specialists and subcontractors to carry out the project	qualified specialists and subcontractors to carry out projects
solve problems in developing concepts for media projects using information systems	At a high level, he is able to solve problems in developing concepts for media projects using information systems	At a good level, he is able to solve problems in developing concepts for media projects using information systems	Not good enough at solving problems in developing concepts for media projects using information systems	Does not know how to solve problems in developing concepts for media projects using information systems
Own:				
terminology in the field of project management in the media sphere	Has a high level of knowledge of terminology in the field of project management in media sphere	Has a good command of terminology in the field of project management in media sphere	Does not have a good command of the terminology in the field of project management in the field of diasphere	Does not have a working knowledge of the terminology in the field of project management in the media sphere
methods for analyzing the suitability of subcontractors for the implementation of information technology projects	Has a high level of proficiency in methods for analyzing the suitability of subcontractors for implementation projects information technology	Has a good command of methods for analyzing the suitability of subcontractors for the implementation of projects for the implementation of information technologies	Does not have a good enough command of methods for analyzing the suitability of subcontractors for the implementation of information technology projects	Does not have knowledge of methods for analyzing the suitability of subcontractors for the implementation of information technology projects
skills in solving problems related to organizing enterprise media communications	Has a high level of skills in solving problems related to organizing the activities of structural divisions, and in selecting qualified specialists and subcontractors for the implementation of projects	Has a good level of skills in solving problems related to organizing the activities of structural divisions, and in selecting qualified specialists and subcontractors for project implementation	Does not have sufficient skills in solving problems related to organizing the activities of structural divisions, selecting qualified specialists and subcontractors chiks to carry out projects	Does not have the skills to solve problems related to organizing the activities of structural divisions, or to select qualified specialists and subcontractors to carry out projects

PK -3.2

Know:

rules and principles for the formation of a corporate culture of a media enterprise, media structure, or media project	Has a high level of knowledge of the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project	Has a good knowledge of the rules and principles of forming a corporate culture of a media enterprise, media structure, or media project	Does not have a sufficient knowledge of the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project	Does not know the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project
methods of building business communications in the media business	Has a high level of knowledge of methods for building business communications in the media business	Has a good knowledge of business team building methods. communications in the media business	Doesn't know the methods of building business communications in the media business well enough	Does not know the methods of building business communications in the media business
ways to improve the use of organizational resources to increase the effectiveness of media communications	Has a high level of knowledge of ways to improve the use of organizational resources to increase the effectiveness of the organization. diacommunications	Has a good knowledge of ways to improve the use of organizational resources to increase the effectiveness of the mediacommunications	Does not have sufficient knowledge of ways to improve the use of organizational resources to increase media effectiveness communications	Does not know ways to improve the use of organizational resources to increase the effectiveness of media communications
Be able to				
organize events in demand by society and industry aimed at supporting the development of the corporate culture of a media enterprise, media structure, or media project	Successfully organizes events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	At a high level, he is able to organize events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Not good enough at organizing events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not know how to organize events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project
Implement internal corporate communications technologies	At a high level, he is able to implement technologies of internal corporate communications.	At a good level, he knows how to implement technologies of internal corporate communications.	Not good enough at implementing internal corporate communication technologies	Does not know how to implement internal corporate communications technologies

Own:				
skills in organizing the creation of events in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Has a high level of skills in organizing and creating events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Has a good level of skills in organizing and creating events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not have sufficient skills in organizing the creation of events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not know how to apply modern achievements and information technologies in the field of project management activities
use methods for developing organizational structures and information management systems when creating a media project	At a high level, he is able to use methods for developing organizational structures and information management systems when building of the media project	At a good level, he knows how to use methods for developing organizational structures and information management systems when building of the media project	Not good enough at using methods for developing organizational structures and information management systems when creating Research Institute of Mediproject	Does not know how to use methods for developing organizational structures and information management systems when creating a media project
use methods for developing organizational structures and information management systems when creating a media project	At a high level, he is able to use methods for developing organizational structures and information management systems when creating a media project	At a good level, he knows how to use methods for developing organizational structures and information management systems when creating a media project	Not good enough at using methods for developing organizational structures and information management systems when creating a media project	Does not know how to use methods for developing organizational structures and information management systems when creating a media project

## **Section 4. Documents regulating the content and organization of the educational process in the implementation of this main professional educational program of higher education**

### **4.1. Academic calendar schedule**

The academic calendar reflects the periods of implementation of all necessary types of educational activities and periods of holidays in accordance with the adopted requirements at KGEU. See (<https://kgeu.ru/sveden/education/>)

### **4.2. Syllabus for the main professional educational program of higher education**

See (<https://kgeu.ru/sveden/education/>)

The curriculum specifies a list of disciplines (modules) and practices, assessment tests for the State Final Attestation of Students, other types of educational activities, indicating their volume in credit units (and in academic hours), sequence and distribution across periods of study.

Practical training implemented in academic subjects, courses, disciplines (modules) conducted in practical classes, workshops, laboratory work, providing for the participation of students in the implementation of individual elements of work related to future professional activity, is not reflected in the curriculum.

### **4.3 Work programs of academic disciplines (modules) and internships**

The working programs of disciplines (modules) are an integral part of the educational program of higher education and are developed, in accordance with the LNA of KSPEU, as a separate document.

Practical training implemented in academic subjects, courses, disciplines (modules) conducted in practical classes, workshops, laboratory work, providing for the participation of students in the implementation of individual elements of work related to future professional activity is reflected in the work program of the discipline (module) in academic hours.

### **4.4 Annotations of the programs of disciplines (modules)** Annotations of the programs of disciplines (modules) and practices are developed as separate documents.

Practical training implemented in academic subjects, courses, disciplines (modules) conducted in practical classes, workshops, laboratory work related to future professional activity is not reflected in the curriculum and in the academic calendar, but is reflected in the work programs of the disciplines.

## **Section 5. Actual resource provision of the main professional educational program of higher education**

### **5.1. Requirements for material, technical and educational-methodical support for main professional educational program of higher education**

Special premises are classrooms for lecture-type classes, seminar-type classes, course design (completion of coursework), group and individual consultations, ongoing monitoring and midterm assessment, as well as rooms for independent work and rooms for storage and preventive maintenance of educational equipment. Special premises are

equipped with specialized furniture and technical teaching aids used for the presentation of educational information to a large audience.

To conduct lecture-type classes, we offer sets of demonstration equipment and educational visual aids that provide thematic illustrations corresponding to sample programs of disciplines (modules), and working curricula of disciplines (modules).

The rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of the organization.

In the case of using e-learning and distance learning technologies, it is permissible to replace specially equipped rooms with their virtual analogues, allowing students to master the skills and abilities required for professional activities.

In the event that an electronic library system (electronic library) is not used in an organization, the library collection must be stocked with printed publications at a rate of at least 50 copies of each of the publications of the main literature listed in the work programs of disciplines (modules), practices and at least 25 copies of additional literature per 100 students.

The material and technical conditions for the implementation of the educational program are formed by a separate document.

## **5.2 Requirements for personnel conditions for the implementation of the main professional educational program of higher education.**

When developing the OPEP HE, the human resources potential that is called upon to ensure the implementation of this educational program must be determined.

The implementation of the Master's program is ensured by the teaching staff of the Organization, as well as by persons involved by the Organization in the implementation of the Master's program under other conditions.

The qualifications of the Organization's teaching staff meet the qualification requirements specified in qualification reference books and (or) professional standards (if any).

Not less than 70 percent of the number of teaching staff of the Organization participating in the implementation of the Master's program and persons involved.

The organization, in implementing the Master's program under other conditions (based on the number of positions to be filled, reduced to integer values), carries out scientific, educational-methodical and (or) practical work corresponding to the profile of the discipline (module) being taught.

At least 5 percent of the number of teaching staff of the Organization participating in the implementation of the Master's program and persons attracted by the Organization to the implementation of the Master's program under other conditions (based on the number of positions to be filled, reduced to integer values) are managers and (or) employees of other organizations carrying out work activities in the professional field corresponding to the professional activity for which graduates are being prepared (have work experience in this professional field of at least 3 years).

No less than 60 percent of the number of teaching staff of the Organization and persons involved in the educational activities of the Organization under other conditions (based on the number of positions to be filled, reduced to integer values) have an academic degree (including an academic degree obtained in a foreign state and recognized in the Russian Federation) and (or) an academic title (including an academic

title obtained in a foreign state and recognized in the Russian Federation).

General management of the scientific content of the master's program is carried out by the scientific and pedagogical staff of KSPEU who have an academic degree (including an academic degree obtained in a foreign country and recognized in the Russian Federation), who carry out independent scientific research (creative) projects (participate in the implementation of such projects) in the field of study 38.04.02 "Management", who have annual publications based on the results of the said scientific research (creative) activities in leading domestic and (or) foreign peer-reviewed scientific journals and publications, and who also carry out annual testing of the results of the said scientific research (creative) activities at national and international conferences.

Compliance with the requirements of the personnel conditions for the implementation of the program is confirmed by documents posted on the university website in a special section "Education".

## **Section 6. Regulatory and methodological support for the system of assessing the quality of development of the main professional educational program**

### **6.1. Assessment materials for conducting midterm assessments and control for ongoing monitoring of academic performance**

Assessment materials for conducting midterm assessment are developed as a separate document and are presented on the university website in a special section "Education".

### **6.2. State final certification and assessment materials**

The GIA program and assessment materials for conducting the state The final certification documents are developed as a separate document and presented on the university website in a special section called "Education."

### Changes and approvals for the new academic year

Item No.	Section number of amendments	Date of modification	Contents of the changes	"Agreed" Head of the Department of Implementation	"Agreed" by the chairman of the teaching and methodological department of the institute. (faculty).
1	2	3	4	5	6





KSPEU

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
**Federal State Budgetary Educational Institution of Higher Education**

**(KSPEU)**

APPROVED

Director of Institute of Digital  
Technologies and Economics

\_\_\_\_\_ R.R. Zainullin

May 30, 2026

**SUBJECT CURRICULUM  
STATE FINAL CERTIFICATION**

**Defense of the final qualifying work, including preparation for the defense  
and the defense procedure**

Field of training

38.04.02 Management

Degree

Master's

Academic program

Media project production and game design

Kazan, 2026

The Subject curriculum of State final certification was developed in accordance with the Federal State Educational Standard of Higher Education - Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of Russia dated August 12, 2020 No. 952)

The Subject curriculum of State final certification was developed by:

Prof., DSc in Economics

(position, academic degree)

\_\_\_\_\_

(date, signature)

Burganov R.A.

(Surname N.P.)

Associate Prof., DSc in  
Philosophy

(position, academic degree)

\_\_\_\_\_

(date, signature)

Minnullina E.B.

(Surname N.P.)

Associate Prof., Ph.D.  
in Economics

(position, academic degree)

\_\_\_\_\_

(date, signature)

Maimakova L.V.

(Surname N.P.)

The Subject curriculum of State final certification was discussed and approved at the meeting of Department of Economics and Organization of Production, Prot. No. 07 of 03/19/2026.

Head of Department of

Economics and Organization of Production \_\_\_\_\_ I.G. Akhmetova

(signature)

The Subject curriculum of State final certification was discussed and approved at the meeting of Department of Philosophy and Media Communications, Prot. No. 2 of 02/17/2026.

Head of Department of

Philosophy and Media Communications \_\_\_\_\_ E.B. Minnullina

(signature)

The Subject curriculum of State final certification was approved at the meeting of the Methodological Council of Institute of Digital Technologies and Economics, Prot. No. 6 of 02/24/2026.

Deputy Director of Institute of

Digital Technologies and Economics \_\_\_\_\_ V.V. Kosulin

(signature)

The Subject curriculum of State final certification was adopted by the decision of the Academic Council of the Institute of Digital Technologies and Economics, Prot. No. 6 of 02/24/2026.

## 1. GENERAL PROVISIONS

### 1.1. The purpose of State final certification

The purpose of the State final certification (further on SFC) is to assess the development of competencies established by the main professional educational program, developed in accordance with the requirements of the Federal State Educational Standard of Higher Education in the field of training 38.04.02 Management (Master's degree), approved by Order No. 952 of the Ministry of Education and Science of the Russian Federation dated August 12, 2020.

### 1.2. Structure of SFC

Block 3 “SFC” includes:

- preparation for the defense procedure and defense of the final qualifying work (further on FQW);
- state examination (not provided).

### 1.3. Competencies that students should possess as a result of completing the program

#### 1.3.1. List of competencies that a student must demonstrate during SFC:

Code and name of competence	Code and name of universal competencies	Code and name of achievement indicators for universal competencies
Systemic and critical thinking	<b>UK-1.</b> Able to carry out a critical analysis of problematic situations based on a systems approach and develop an action strategy	<b>UK-1.1.</b> Analyzes the problem situation and decomposes it into individual tasks <b>UK-1.2.</b> Develops a strategy for solving the given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information) <b>UK-1.3.</b> Generates possible solutions to problems
Development and implementation of projects	<b>UK-2.</b> Capable of managing a project at all stages of its life nenny cycle	<b>UK-2.1.</b> Defines the stages of the project life cycle <b>UK-2.2.</b> Participates in project management at all stages of the life cycle
Teamwork and leadership	<b>UK-3.</b> Able to organize and manage the work of a team, developing a team strategy tag to achieve the set goal	<b>UK-3.1.</b> Demonstrates an understanding of the principles of teamwork (knows team roles, types of leaders, and methods of managing a team) <b>UK-3.2.</b> Leads team members to achieve the assigned task
Communication	<b>UK-4.</b> Capable of using modern communicative technologies, including in foreign language(s), for academic and professional interaction	<b>UK-4.1.</b> Provides academic and professional interaction, including in a foreign language <b>UK-4.2.</b> Translates academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language <b>UK-4.3.</b> Uses modern information technology communication tools for communication
Intercultural interaction	<b>UK-5.</b> Able to analyze and take into account the diversity of cultures in the process of intercultural tour interaction	<b>UK-5.1.</b> Demonstrates an understanding of the characteristics of different cultures and nations <b>UK-5.2.</b> Builds social interaction, taking into account the general and specific features of different cultures and religions
Self-organization and self-development (including health preservation)	<b>UK-6.</b> Able to identify and implement priorities of one's own activities and ways to improve them based on self-assessment	<b>UK-6.1.</b> Assesses one's resources and their limits (personal, situational, time-related), and uses them optimally to successfully complete the assigned task. <b>UK-6.2.</b> Determines priorities for personal growth and ways to improve one's own activities based on self-assessment

#### 1.3.2. List of general professional competencies on the basis of which professional competencies were mastered

Code and name of competence	Code and name of general professional competencies	Code and name of achievement indicators for general professional competencies
Information culture	OPK-1. Capable of solving professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis. for management practices	OPK-1.1. Applies economic, organizational and management theories to solve problems in professional activities OPK-1.2. Possesses the skills of generalization and critical analysis to improve the effectiveness of management activities
Fundamental preparation	OPK-2. Capable of using modern techniques and methods of data collection, advanced methods of processing and analysis, including the use of intelligent information and analytical systems, in solving management and research problems. problems	OPK 2.1. Demonstrates the ability to analyze and summarize information using modern technology and advanced processing methods OPK-2.2. Solves management and research problems using modern information and analytical systems
Theoretical and practical professional training	OPK-3. Capable of independently making informed organizational and managerial decisions, assessing their operational and organizational effectiveness, social significance, and ensuring their implementation in a complex (including cross-cultural) and dynamic environment. dy	OPK-3.1. Selects the most effective methods of organizational and management decisions and evaluates their social significance OPK-3.2. Forms goals and objectives that ensure the implementation of management decisions
	OPK 4. Capable of managing project and process activities in an organization using modern management practices, leadership and communication skills, identifying and evaluating new market opportunities, developing strategies for the creation and development of innovative areas of activity and corresponding the business models of organizations that support them	OPK-4.1. Demonstrates leadership and communication skills to achieve goals in project and process activities OPK-4.2. Develops business models taking into account the analysis of market situations and the innovative focus of activities
	OPK 5. Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects	OPK-5.1. Performs a critical analysis of scientific research and summarizes the results obtained OPK-5.2. Carries out planning and implementation of research projects

### 1.3.2. List of general professional competencies on the basis of which professional competencies were mastered

Code and name of professional competence	Code and name of achievement indicators of professional competences
<b>PK-1</b> Capable of developing new digital formats for media and gaming products and producing creative pilot projects	<b>PK 1.1.</b> Manages the process of creating a new media format, digital product or creative media project <b>PK 1.2.</b> Performs conceptual design of complex graphical user interfaces <b>PK-1.3</b> Creates gaming and/or media products that are in demand by society and the industry
<b>PK-2</b> Capable of creating a production plan for a media and gaming project	<b>PK 2.1.</b> Determines the stages, draws up a schedule for the implementation of a media project and the production of a media product <b>PK 2.2.</b> Monitors and implements new technologies in the field of media and game design <b>PK-2.3</b> Conducts marketing analysis of content and audiences to identify available niches and needs of target audiences
<b>PK-3</b> Able to organize and coordinate work, manage, make complex management decisions in a rapidly changing environment, and control the activities of subordinates	<b>PK 3.1</b> Exercises managerial control over the activities of a media enterprise, media structure, or media project <b>PK 3.2.</b> Defines and implements a set of activities aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project

#### **1.4. Labor intensity of SFC**

The total workload of SFC is 6 credit units, 216 hours, 4 weeks, including preparation for the defense and defense of the FQW that consists of 6 credit units, 216 hours, 4 weeks.

### **2. Approximate topics of the FQW on the PROGRAM**

#### **2.1. Approximate topics of the FQW**

1. Producing a new media format for the Russian regional media market: concept justification and implementation plan.
2. A strategy for positioning and promoting an author's media project in Russian platform ecosystems.
3. Digital media product lifecycle management in the Russian media and gaming industry.
4. Producer practices for managing a creative team in media and gaming projects.
5. Managing contractors and outsourcing in media production and game development in the Russian context.
6. Producing a documentary web series for Russian audiences and digital platforms.
7. Producing branded content and integrations into media projects, taking into account Russian realities.
8. Developing a media brand on social media and video platforms in Russia through content portfolio management.
9. Managing the creative process in the development of a media project and game concept based on quality criteria.
10. Producer's assessment of the commercial potential of a gaming project on the Russian market.
11. Monetization of media products and games in Russia and the choice of a management model in the context of platform restrictions.
12. Anti-crisis and reputational management of a media project and a gaming project in the Russian public space.
13. Producing an interactive educational media product with gamification elements for a Russian audience.
14. Producing a podcast as a media project and managing the production cycle, content, and metrics.
15. Producing original content for Russian online cinemas and digital platforms.
16. Managing editorial planning of a multimedia project and evaluating content effectiveness.
17. Cross-platform distribution of media products in Russia, partnership management, and performance metrics.
18. Quality management in media production and game development through regulations, reviews, and acceptance checklists.
19. Producing a community around a media project or game and managing audience engagement.
20. Preparing and conducting a media or gaming project pitch for partners and investors in Russia.
21. Producing a game project as a creative product based on calendar-resource planning and risk management.

22. Research of the game audience in the Russian market and managerial application of the results in concept and promotion.

23. Portfolio management in a small media and games studio and criteria for selecting promising concepts.

24. Producing seasonal content and live-ops in the gaming industry and managing retention metrics.

25. Organizing interaction between the producer, game designer, and marketing during game development in Russian conditions.

26. Promoting an indie game on the Russian market and preparing a communications strategy and media plan.

27. Economic justification of game development and construction of budgets, scenarios and financial risks.

28. Legal and reputational risks in media and gaming projects and compliance practices.

29. Producing a transmedia project based on intellectual property and commercialization strategy.

30. Managing partnerships and sponsorship integrations in media projects and games and evaluating their effectiveness.

31. Conceptual design of the game user interface as a management task of setting requirements and quality criteria.

32. Managing the creation of a design system for a digital media product or game and ensuring consistency.

33. Organizing user research and interface testing in a media project or game and making management decisions.

34. Producer management of the redesign of a digital media service or gaming product and evaluation of the impact of changes.

35. Implementation of interface accessibility requirements in a digital media product or game and quality management.

36. Managing user experience and content in a news media product with elements of interactivity and gamification.

37. Designing a user experience metrics system for a media project or game and a data-driven improvement cycle.

38. Producing an interactive exhibition or museum media project with game mechanics for a Russian audience.

39. Producing a regional cultural media project with game elements and assessing its social impact.

40. A production strategy for import-independent media content production and game development in Russian conditions.

A student wishing to complete a FQW on a topic not included in the sample list must justify their choice and obtain the consent of their academic supervisor and permission from the head of the department.

The topics of final theses should be relevant and reflect the current state and prospects for the development of science and technology. When choosing topics for final theses, it is recommended to consider real-world challenges in the economy, social sphere, science, and practice, in line with the research focus of the university and employers.

The topic of the FQW is approved at the department meeting.

### 3. Educational, methodological and informational support for SFC

#### 3.1. Educational and methodological support

##### Main literature

No . p/p	Author(s)	Name	Type of publication (textbook, teaching aid, etc.)	Place publications, publishing house	Year publications	Address electronic resource	Quantity copies in the KGEU library
1	Novikov Yu. N.	Preparation and defense of a bachelor's thesis, master's dissertation, diploma project	textbook	St. Petersburg: Lan	2019	<a href="https://elibrary.ru/book/122187">https://elibrary.ru/book/122187</a>	
2	A. I. Alekseeva	Comprehensive economic analysis of business activities	Textbook	M.: Knorus	2016	<a href="https://www.book.ru/book/920542">https://www.book.ru/book/920542</a> . - ISBN 978-5-406-00730-3	
3	T. A. Pozhidava	Financial statement analysis	Textbook	M.: Knorus	2016	<a href="https://www.book.ru/book/916655/">https://www.book.ru/book/916655/</a> .	
4	Ivasenko A. G., Nikonova Ya. I., Karkavin M. V.	Anti-crisis management	textbook	Moscow: KnoRus	2019	<a href="https://book.ru/book/932487">https://book.ru/book/932487</a>	
5	Burganov R.A.	Planning at the enterprise FIRO griffin	textbook	St. Petersburg: Lan	2020	<a href="https://elibrary.ru/book/122187">https://elibrary.ru/book/122187</a>	
6	Belyaev M. A.	Master's thesis: research methods and organization, design and defense	Textbook	M.: Knorus	2016	<a href="https://www.book.ru/book/918891/">https://www.book.ru/book/918891/</a>	
7	Chumikov A. N.	Communication campaigns	Textbook	Moscow: Aspect Press	2014	<a href="https://www.iprbookshop.ru/56795.html">https://www.iprbookshop.ru/56795.html</a> .	
8	Chumikov A. N.	Media Relations	Textbook	Moscow: Aspect Press	2014	<a href="http://www.iprbookshop.ru/21062.html">http://www.iprbookshop.ru/21062.html</a>	

## Further reading

No . p/p	Author(s)	Name	Type of publication (textbook, educational allowance, etc.)	Place publications, publishing house	Year publications	Address electronic resource	Quantity copies in the KGEU library
1	Volkov Yu.G., Lubsky A.V., Vereshchagina A.V.	Independent work of students	teaching aid	M.: Knorus	2020	<a href="https://book.ru/book/936702">https://book.ru/book/936702</a>	
2	Rybkina E. A., Nestulaeva D. R.	Research work	guidelines for master's degree students of all forms of study in the field of training 38.04.02 "Management"	Kazan: KGEU	2015		11
3	Volkov Yu. G.	Dissertation: preparation, defense, and presentation	practical guide	M.: Knorus	2019	<a href="https://www.book.ru/book/931101">https://www.book.ru/book/931101</a>	
4	Gavrilenko A. N., Mustafin R. G.	Completion and design of the FQW of a master's student	methodological guidelines	Kazan: KGEU	2019		17
5	Volkov Yu.G., Lubsky A.V., Vereshchagina A.V.	Independent work of students	teaching aid	M.: Knorus	2020	<a href="https://book.ru/book/936702">https://book.ru/book/936702</a>	
6	Khakimova D.Kh.	Analysis and diagnostics of the financial and economic activities of the enterprise	Educational and methodological manual	Kazan: KGEU	2017	<a href="https://lib.kgeu.ru/irbis64r_15/scan/151эл.pdf">https://lib.kgeu.ru/irbis64r_15/scan/151эл.pdf</a>	
7	Ivasenko A. G., Nikonova	Anti-crisis management	textbook	M.: Knorus	2016	<a href="https://www.book.ru/book/920562">https://www.book.ru/book/920562</a>	

	Ya. I., Karkavin M. V.						
8	Minnullina E.B.	Bachelor's degree thesis in the field of training 42.03.01 Advertising and Public Relations	methodological guidelines	Kazan: KGEU	2020	URL: <a href="https://lib.kgeu.ru">https://lib.kgeu.ru</a>	

### 3.2. Information support

#### 3.2.1. Electronic and Internet resources

No . p/p	Name of electronic and Internet resources	Link
1	Open Education Portal	<a href="http://npoed.ru">http://npoed.ru</a>
2	A single window for access to educational resources	<a href="http://window.edu.ru">http://window.edu.ru</a>

#### 3.2.2. Professional databases

No . p/p	Name of professional databases	Address	Mode access
1	Federal Educational Portal "Economics, Sociology, Management"	<a href="http://ecsocman.hse.ru/">http://ecsocman.hse.ru/</a>	<a href="http://ecsocman.hse.ru/">http://ecsocman.hse.ru/</a>
2	Scientific electronic library eLIBRARY.RU	<a href="http://elibrary.ru/">http://elibrary.ru/</a>	<a href="http://elibrary.ru/">http://elibrary.ru/</a>
3	Portal of Federal State Educational Standards of Higher Education	<a href="http://fgosvo.ru">http://fgosvo.ru</a>	<a href="http://fgosvo.ru">http://fgosvo.ru</a>
4	Official website of the State Duma of the Federal Assembly of the Russian Federation	<a href="http://duma.gov.ru/">http://duma.gov.ru/</a>	<a href="http://duma.gov.ru/">http://duma.gov.ru/</a>
5	Electronic library of dissertations (RSL).	<a href="https://diss.rsl.ru/">https://diss.rsl.ru/</a>	<a href="https://diss.rsl.ru/">https://diss.rsl.ru/</a>

#### 3.2.3. Information and reference systems

No . p/p	Name of information and reference systems	Address	Mode access
1	Consultant Plus	<a href="http://consultant.ru">http://consultant.ru</a>	<a href="http://www.consultant.ru/">http://www.consultant.ru/</a>
2	"Guarantee"	<a href="http://www.garant.ru/">http://www.garant.ru/</a>	<a href="http://www.garant.ru/">http://www.garant.ru/</a>

#### 3.2.4. Licensed and freely distributed software

No	Name of the software	Description	Details
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No p/p	provision		supporting documents
1	Windows 7 Professional (Pro)	Custom operating system	SoftLineTrade CJSC No. 2011.25486 dated November 28, 2011. Non-exclusive right. Indefinitely.
2	Office Professional Plus 2007 Windows32 Russian DiskKit MVL CD	A software package containing the necessary office programs	SoftLineTrade CJSC No. 225/10 dated January 28, 2010. Non-exclusive right. Indefinite.
3	"RUKONTEKST"	Software system for detecting text borrowings	"OOO National Digital Resource "Rukont" free access version
4	Chrome Browser	Internet information search system	Free License. Unexclusive right. Perpetual.
5	Firefox browser	Internet information search system	Free License. Unexclusive right. Perpetual.
6	OpenOffice	Office suite	Free License. Unexclusive right. Perpetual.
7	LMS Moodle	Software for effective online interaction between teachers and students	Free License. Unexclusive right. Perpetual.

#### 4. Software for SFC

No p/p	Type of academic work	Name of special premises and premises for SRS	Equipment of special premises and premises for SRS
1	Preparation to the procedure defense of FQW	A room for group and individual consultations	<p>Equipment: a blackboard, a computer with a monitor, a projector, and a screen</p> <p>Software: 1. Operating system Windows 7 Professional (certified by FSTEC): agreement No. PO-LIC 0000/2014 dated 05/27/2014, licensor - ZAO TaxNet-Service, license type (kind) - non-exclusive right, license term - indefinitely 2. Office Professional Plus 2007 Windows32 Russian DiskKit MVL CD: agreement No. 225/10 dated 01/28/2010, licensor - ZAO SoftLineTrade, license type (kind) - non-exclusive right, license term - indefinitely 3. Chrome browser. Free license. license type (kind) - non-exclusive right, license term - indefinitely 4. LMS Moodle. Free license, license type (kind) - non-exclusive right, license term - indefinitely.</p>

	Defense of FQW	A room for group and individual consultations	<p>Equipment: a blackboard, a computer with a monitor, a projector, and a screen</p> <p>Software: 1. Operating system Windows 7 Professional (certified by FSTEC): agreement No. PO-LIC 0000/2014 dated 05/27/2014, licensor - ZAO TaxNet-Service, license type (kind) - non-exclusive right, license term - indefinitely 2. Office Professional Plus 2007 Windows32 Russian DiskKit MVL CD: agreement No. 225/10 dated 01/28/2010, licensor - ZAO SoftLineTrade, license type (kind) - non-exclusive right, license term - indefinitely 3. Chrome browser. Free license. license type (kind) - non-exclusive right, license term - indefinitely 4. LMS Moodle. Free license, license type (kind) - non-exclusive right, license term - indefinitely.</p>
3	Independent work of the student	A room for independent student work	<p>Equipment: monoblock (30 pcs.), video surveillance system (6 video cameras), projector, screen</p> <p>Software: 1. Windows 10: agreement No. Tr096148 dated September 29, 2020, licensor - Softline Trade LLC, license type (kind) - non-exclusive right, license term - until September 14, 2021. 2. Office Standard 2007 Russian OLP NL AcademicEdition+: agreement No. 21/2010 dated May 4, 2010, licensor - Soft Line Trade CJSC, license type (kind) - non-exclusive right, license term - indefinitely. 3. Chrome Browser, free license, license type (kind) - non-exclusive right, license term - indefinitely. 4. LMS Moodle, free license, license type (kind) - non-exclusive right, license term - indefinitely.</p>
4		Storage and maintenance room for educational equipment	A set of equipment for diagnostics of office equipment and media equipment, a set of equipment and tools for repair of office equipment and media equipment, components for repair, a set of power tools for installation work.

## 5. Features of the organization of educational activities for persons with disabilities

Persons with disabilities (PWD) and individuals with disabilities have the opportunity to move freely from one educational and laboratory building to another, ascend to all floors of educational and laboratory buildings, and study in educational and other rooms, taking into account the characteristics of their psychophysical development and health status.

Barrier-free access to all classrooms is provided for students with disabilities and those with

musculoskeletal disorders. Information on the special facilities created for students with disabilities and those with disabilities is available on the university website [www//kgeu.ru](http://www//kgeu.ru). It is possible to provide technical assistance through an assistant, as well as the services of sign language interpreters and tactile sign language interpreters.

To adapt reference and educational material on the subject to the perception of persons with disabilities and persons with impaired hearing, the following conditions are provided:

- for better orientation in the classroom, signals are used to announce the beginning and end of the lesson (the word “bell” is written on the board);
- the teacher attracts the attention of a hearing-impaired student with a gesture (a hand is placed on the shoulder and a gentle pat is made);
- when talking to a student, the teaching staff looks at him, speaks clearly, in short sentences, allowing for lip reading.

Compensation for speech and intellectual development difficulties in hearing-impaired students is carried out by:

- the use of diagrams, charts, drawings, computer presentations with hyperlinks commenting on individual components of the image;
- regular use of exercises for graphically highlighting the essential features of objects and phenomena;
- ensuring that students have the opportunity to receive targeted advice via e-mail as needed.

In order to adapt the reference, educational, and awareness-raising material provided by the educational program for the chosen field of training to the perception of individuals with disabilities and visually impaired persons, the following conditions are provided:

- the official website is being adapted to meet the special needs of visually impaired people, and large-font reference information on the schedule of classes is being provided;
- the teaching staff member and his interlocutor (if necessary), who are present at the lesson, introduce themselves to the student, and each time the person to whom the teaching staff member is addressing is named;
- the actions, gestures, and movements of the teaching staff are briefly and clearly commented on;
- printed information is provided in large font (from 18 points) and is fully voiced;
- the required level of illumination of the premises is ensured;
- the opportunity to use computers during classes and the right to record explanations on a voice recorder (at the students' request) is provided.

The final assessment format for students with disabilities is determined by the head of the educational program. If necessary, students with disabilities and those with disabilities, taking into account their individual psychophysical characteristics, are given the opportunity to complete the final assessment orally, in writing on paper, on a computer, through testing, etc., or are given additional time to prepare their response.

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
**Federal State Budgetary Educational Institution of Higher Education**



**KSPEU**

**(KSPEU)**

**ASSESSMENT MATERIALS**  
for State final certification

Field of training

38.04.02 Management

Degree

Master's

Academic program

Media project production and game design

Kazan, 2026

## Introduction

The assessment materials for SFC (AM SFC) of the master's program in the field of training 38.04.02 Management are a set of methodological and control and measurement materials designed to determine the level of development of competencies, assess the knowledge, abilities, skills and (or) practical experience of graduates for compliance (or non-compliance) with the requirements of the Federal state educational standard of higher education in the field of training of 38.04.02 Management as a result of completing the educational program.

AM SFC is an integral part of the educational and methodological support of the master's program in the field of training 38.04.02 Management.

## 1 List of competencies that students must master upon completion of the educational program

### 1.1 Planned results of completing the educational program

The list of competencies that students must master as a result of completing the master's program in the field of 38.04.02 Management is presented in Table 1.

Table 1

A list of competencies that students must master upon completion of the educational program

Code and name of competence	Code and name of universal competencies	Code and name of achievement indicators for universal competencies
<b>Universal</b>		
Systemic and critical thinking	<b>UK-1.</b> Able to carry out a critical analysis of problematic situations based on a systems approach and develop an action strategy	<b>UK-1.1</b> Analyzes the problem situation and decomposes it into individual tasks <b>UK-1.2.</b> Develops a strategy for solving the given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information) <b>UK-1.3.</b> Generates possible solutions to problems
Development and implementation of projects	<b>UK-2.</b> Capable of managing a project at all stages of its life nenny cycle	<b>UK-2.1.</b> Defines the stages of the project life cycle <b>UK-2.2</b> Participates in project management at all stages of the life cycle
Teamwork and leadership	<b>UK-3.</b> Able to organize and manage the work of a team, developing a team strategy tag to achieve the set goal	<b>UK-3.1.</b> Demonstrates an understanding of the principles of teamwork (knows team roles, types of leaders, and methods of managing a team) <b>UK-3.2.</b> Leads team members to achieve the assigned task
Communication	<b>UK-4.</b> Capable of using modern communicative technologies, including in foreign language(s), for academic and professional interaction	<b>UK-4.1.</b> Provides academic and professional interaction, including in a foreign language <b>UK-4.2.</b> Translates academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language <b>UK-4.3.</b> Uses modern information technology communication tools for communication
Intercultural interaction	<b>UK-5.</b> Able to analyze and take into account the diversity of cultures in the process of intercultural tour interaction	<b>UK-5.1.</b> Demonstrates an understanding of the characteristics of different cultures and nations <b>UK-5.2.</b> Builds social interaction, taking into account the general and specific features of different cultures and religions
Self-organization and self-development (including health preservation)	<b>UK-6.</b> Able to identify and implement priorities of one's own activities and ways to improve them based on self-assessment	<b>UK-6.1</b> Assesses one's resources and their limits (personal, situational, time-related), and uses them optimally to successfully complete the assigned task. <b>UK-6.2.</b> Determines priorities for personal growth and ways to improve one's own activities based on self-assessment

General professional		
Information culture	OPK-1. Capable of solving professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis. for management practices	OPK-1.1. Applies economic, organizational and management theories to solve problems in professional activities OPK-1.2. Possesses the skills of generalization and critical analysis to improve the effectiveness of management activities
Fundamental preparation	OPK-2. Capable of using modern techniques and methods of data collection, advanced methods of processing and analysis, including the use of intelligent information and analytical systems, in solving management and research problems. problems	OPK 2.1. Demonstrates the ability to analyze and summarize information using modern technology and advanced processing methods OPK-2.2. Solves management and research problems using modern information and analytical systems
Theoretical and practical professional training	OPK-3. Capable of independently making informed organizational and managerial decisions, assessing their operational and organizational effectiveness, social significance, and ensuring their implementation in a complex (including cross-cultural) and dynamic environment. dy	OPK-3.1. Selects the most effective methods of organizational and management decisions and evaluates their social significance OPK-3.2. Forms goals and objectives that ensure the implementation of management decisions
	OPK 4. Capable of managing project and process activities in an organization using modern management practices, leadership and communication skills, identifying and evaluating new market opportunities, developing strategies for the creation and development of innovative areas of activity and corresponding the business models of organizations that support them	OPK-4.1. Demonstrates leadership and communication skills to achieve goals in project and process activities OPK-4.2. Develops business models taking into account the analysis of market situations and the innovative focus of activities
	OPK 5. Able to generalize and critically evaluate scientific research in management and related fields, carry out research projects	OPK-5.1. Performs a critical analysis of scientific research and summarizes the results obtained OPK-5.2. Carries out planning and implementation of research projects
Professional		
Media project production and game design		
<b>PK-1.</b> Capable of developing new digital formats for media and gaming products and producing creative pilot projects		<b>PK 1.1.</b> Manages the process of creating a new media format, digital product or creative media project <b>PK 1.2.</b> Performs conceptual design of complex graphical user interfaces <b>PK-1.3</b> Creates gaming and/or media products that are in demand by society and the industry
<b>PK-2</b> Capable of creating a production plan for a media and gaming project		<b>PK 2.1.</b> Determines the stages, draws up a schedule for the implementation of a media project and the production of a media product <b>PK 2.2.</b> Monitors and implements new technologies in the field of media and game design <b>PK-2.3</b> Conducts marketing analysis of content and audiences to identify available niches and needs of target audiences
<b>PK-3</b> Able to organize and coordinate work, manage, make complex management decisions in a rapidly changing environment, and control the activities of subordinates		<b>PK 3.1</b> Exercises managerial control over the activities of a media enterprise, media structure, or media project <b>PK 3.2.</b> Defines and implements a set of activities aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project

## 1.2 Planned results of completing the educational program and professional tasks

A graduate who has completed the Master's program in the field of training 38.04.02 Management, in accordance with the areas and scope of professional activity, must be prepared to solve the following professional tasks:

Direction (profile) preparation	Region professional activity (according to the Register of the Ministry of Labor)	Types of tasks professional activities	Tasks professional activities	Objects professional activity (or field of knowledge)
Media project production and game design	06.025 GRAPHIC USER INTERFACE DESIGNER	organizational and managerial	Producing and managing media projects and gaming products at all stages of their life cycle; developing media project concepts, managing creative teams, and organizing media production processes;	The processes of development, production, and management of media projects and gaming products at various stages of their life cycle; creative, organizational, and communication processes in the field of digital and audiovisual content creation; media products and gaming projects, including video games, interactive and immersive media formats (VR, AR, XR), multi-media and cross-media projects.

The stages of competence development are presented in the competence matrix:

Item No.	Disciplines (name)	Competency Code														k/d	
		Criminal Code						Defense Industry Complex					PC				
		1	2	3	4	5	6	1	2	3	4	5	1	2	3		
<b>Mandatory part</b>																	
1	Philosophy of science and technology					1st floor				1st floor							2
2	Theory and practice leadership	1st floor		1st floor				1st floor									3
3	Theory and practice self-development						1zo			1zo							2

4	Communication-management	1st floor	1st floor								1st floor						3
5	Theory and practice of scientific research in the organization of production	1st floor	1st floor									1st floor					3
6	Languages of communication and business correspondence				1z												1
<b>Practice.</b>																	



	work															
20	Foreign language in professional sphere (advanced level)				12s											1
21	Pedagogy of higher neck of the school			3z		3z	3z									3
	d/k	3	2	2	3	3	3	1	1	1	1	1	12	7	5	

### 1.3. Description of indicators and criteria for assessing competencies, as well as assessment scales

The list of competencies that must be developed during the master's program in the field of 38.04.02 Management is presented in the table. Criteria and scale for assessing the level of development of competencies is below.

Competency code	Competency achievement indicator code	Planned results of development OPOP	Level of competence development			
			High	Average	Below average	Short
			Rating scale			
			excellent 85-100	Good 70-84	Satisfactory 55-69	Unsatisfactory 0-54
UC-1	UC-1.1	know:				
		Methods of analyzing problem situations and decomposing them into individual tasks	Freely analyzes a problem situation and decomposes it into separate tasks	In general, he analyzes a problem situation well and decomposes it into separate tasks.	Makes significant mistakes when analyzing a problem situation and in implementing its decompositions for individual tasks	In general, he does not know the methods of analyzing problem situations and does not decompose them into separate tasks
		be able to:				
		analyze a problem situation and decompose it into separate tasks	Freely analyzes a problem situation and decomposes it into individual tasks	Allows minor errors in the analysis of a problem situation and its decomposition into separate tasks	Allows significant errors in the analysis of a problem situation and its decomposition into individual tasks	In general, it cannot carry out an analysis of a problem situation and its decomposition into individual tasks
		own:				
		Methods of analyzing problem situations and implementing their decomposition into individual tasks	Fluent in the skills of analyzing problem situations and decomposing them into individual tasks	Experiences minor difficulties in mastering the skills of analyzing problem situations and decomposing them into individual tasks	Experiences significant difficulties in mastering the skills of analyzing problem situations and decomposing them into individual tasks	In general, he does not have the skills to analyze problem situations and decompose them into separate tasks
UC-1.2	know:					
	Methods of production	Freely understands-	Overall, it's a good development.	Allows for significant	In general, he doesn't know the method.	

		strategies for solving a given problem (creates a model, defines limitations, develops criteria, assesses the need for additional information)	is involved in methods for developing a strategy for solving a given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information)	is taken into account in the methods of developing a strategy for solving a given problem (compiles a model, determines limitations, develops criteria, evaluates the need for additional information)	errors in knowledge of methods for developing a strategy for solving a given problem (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	dy to develop a strategy for solving a given problem (creates a model, defines constraints, develops criteria, evaluates the need for additional information)
		The main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem	The level of knowledge of the main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, without errors	The level of knowledge of the basic content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, has several minor errors	The minimum acceptable level of knowledge of the basic content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task, in the volume corresponding to the training program, takes place many minor errors	The level of knowledge of the main content of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem is below the minimum requirements; gross errors occur
		be able to:				
		Develop a strategy for solving a given problem (creates a model, defines constraints, develops criteria, assesses the need for additional information)	Able to apply the developed strategy for solving a given problem without errors (creates a model, defines limitations, develops criteria, evaluates the need for additional informational	Able to apply the developed strategy for solving a given problem without making gross errors (creates a model, determines limitations, develops criteria, evaluates the need for additional additional information	Allows significant errors in the application of the developed strategy for solving the given problem (creates a model, determines limitations, develops criteria, evaluates the need for additional informational	Does not know how to apply the developed strategy for solving the given problem (creates a model, defines limitations, develops criteria, evaluates the need for additional information)

			tions)	formations)	tions)	
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		Apply communication management methods as a tool to ensure communication readiness to develop a strategy for solving the assigned task	Demonstrated-all the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving the problem tasks in full	Demonstrated-all the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving the problem tasks with minor flaws	Demonstratedall the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving a given problem, minor errors occur	Not all the basic skills to apply communication management methods as a tool to ensure readiness for communication to develop a strategy for solving the assigned task have been demonstrated; gross errors occur
	own:	skills in developing a strategy for solving a given problem (creates a model, determines limitations, develops criteria, assesses the need for additional information)	Possesses the skills to apply the developed strategy for solving a given problem without errors (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Possesses the skills to develop a strategy for solving a given problem without making gross errors (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Experiences significant difficulties in mastering the skills of applying the developed strategy for solving the assigned problem (creates a model, determines limitations, develops criteria, evaluates the need for additional information)	Does not possess the skills to apply the developed strategy for solving a given problem without errors (creates a model, defines limitations, develops criteria, evaluates the need for additional information)
		Terminology in the field of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given problem	Demonstrated-skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for the development of re-strategy bots	Demonstrated-basic skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for strategy development	Demonstrateda minimum set of skills in applying terminology in the field of communication management as a tool for ensuring communication readiness for strategy development	Skills in using terminology in the field of communication management as a tool for ensuring readiness for communication to develop a strategy for solving a given task chi was not demonstrated

			solving the assigned task	solution to the problem	solution to the problem	Vans
		know:				

		Methods for generating possible solutions to problems	Fluently understands the formation of possible options for solving problems	In general, he is well versed in the formation of possible solution options. tasks	Allows significant errors in the formation of possible solution options tasks	In general, he is unable to formulate possible solutions to problems
		basics of problem situation analysis	Knows the basics of analyzing problem situations and does not make mistakes	Knows the basics of analyzing problem situations, but may make several minor mistakes when answering	Poor knowledge of the basics of analyzing problematic situations and makes many mistakes when answering	The level of knowledge about the basics of problem analysis is below the minimum requirement and allows for a lot of awkwardness when answering. there were mistakes
	UC-1.3	be able to:				
		to formulate possible options for solving problems	Able to formulate possible solutions to problems without errors	Able to formulate possible solutions to problems without making gross errors	Allows significant errors in the formation of possible options for solving problems	Cannot formulate possible solutions to problems
		own:				
		Skills for forming possible options for solving problems	Fluently possesses the skills of forming possible options for solving problems	Experiences minor difficulties in mastering the skills of forming possible options problem solving	Experiences significant difficulties in mastering the skills of forming possible options for solving problems	In general, does not have the skills to formulate possible options for solving problems
		The ability to develop a strategy of action	Fluently possesses the ability to develop an action strategy	Possesses the ability to develop a strategy of action, but may make several minor mistakes when responding	Insufficiently effective in developing an action strategy; may do so when responding make a few gross mistakes	Does not have the ability to develop a strategy of action and makes many gross mistakes when responding
UC-2	UC-2.1	know:				
		main stages of the project life cycle	Has a high level of knowledge of the main stages of the life cycle project	Has a good knowledge of the main stages of the life cycle project	Doesn't know the main stages of the life cycle well enough project	Does not know the main stages of the project life cycle

		Tasks related to managing communications when defining project life cycle stages	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle, in the volume corresponding to the training program, without errors	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle, in the volume corresponding to the training program, there are several minor errors	The minimum acceptable level of knowledge of tasks related to communications management when determining the stages of the project life cycle, in the volume corresponding to the training program, takes place a little rough mistakes	The level of knowledge of tasks related to communications management in determining the stages of the project life cycle is below the minimum requirements and gross errors occur
		be able to:				
		Identify the stages of the project life cycle	Able to accurately identify life cycle stages project	Able to identify stages of life without making gross mistakes project cycle	Allows significant errors in determining the stages of life project cycle	Cannot identify stages of the project life cycle
		Formulate tasks related to communications management when determining the stages of the project life cycle	Demonstrated-all the basic skills of formulating tasks related to communications management when determining the stages of the life cycle are available project, in full	Demonstrated-all the basic skills of formulating tasks related to communications management when determining the stages of the life cycle are available a project with minor flaws	Demonstratedall the basic skills of formulating tasks related to communications management when determining the stages of the project life cycle, there are minor errors	Not all the basic skills of formulating tasks related to communications management have been demonstrated; gross errors occur when defining the stages of the project life cycle
		own:				
		Terminology in the field of tasks related to communications management in determining dividing the stages of the project life cycle	Demonstrated-skills in applying terminology in the field of tasks related to involved in communications management	Demonstrated-basic skills in applying terminology in the field tasks related to the management of communications	Demonstrateda minimum set of skills in applying terminology in the field tasks related to the management of communications	Skills in applying terminology in the field of tasks related to communication management in determining the stages of life
			when defining the stages of the project life cycle, in to the fullest extent	nications in determining the stages of the life cycle of pro-ekta	nications when determining the stages of the project life cycle	project cycle, not demonstrated

		Methods for assessing resource requirements and project effectiveness	Fluent in methods for assessing resource requirements and project effectiveness	Experiences minor difficulties in mastering methods for assessing resource needs and project effectiveness	Experiences significant difficulties in mastering methods for assessing resource needs and project effectiveness	In general, does not have knowledge of methods for assessing resource needs and project effectiveness
UC-2.2	know:					
		basic principles of project management at all stages of the life cycle	Has a high level of knowledge of the basic principles of project management at all stages of the life cycle	Has a good knowledge of the basic principles of project management at all stages of the life cycle	Familiar with the basic principles of project management at all stages of the life cycle	Does not know the basic principles of project management at all stages of the life cycle
		Tasks related to communications management in project management at all stages of the life cycle	Level of knowledge of tasks related to communications management in project management at all stages of the life cycle	The level of knowledge of the tasks associated with communications management in project management at all stages of the life cycle, there are several minor errors	The minimum acceptable level of knowledge of tasks related to communications management in project management at all stages of the life cycle, in the volume corresponding to the training program, takes place a little minor errors	The level of knowledge of tasks related to communications management in project management at all stages of the life cycle, there are gross errors
	be able to:					
	plan and organize project management at all stages of the life cycle	Demonstrates the ability to plan and organize project management all stages of the life cycle, does not allow mistakes -	Demonstrates the ability to plan and organize project management all stages of the life cycle, but may make a few minor mistakes	Overall demonstrates the ability to plan and organize project management all stages of the life cycle, but makes many mistakes	Does not know how to plan and organize project management at all stages of the life cycle	

		Formulate tasks related to communications management in project management at all stages of the life cycle	Demonstrated-all the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle are available, in full	Demonstrated-all the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle with non-gross shortcomings	Demonstrated all the basic skills of formulating tasks related to communications management in project management at all stages of the life cycle are not rough mistakes	Not all the basic skills to formulate tasks related to communications management in project management at all stages of the life cycle have been demonstrated. gross errors
		own:				
		project management skills at all stages of the life cycle	demonstrates project management skills at all stages of the life cycle, does not allow mistakes	demonstrates project management skills at all stages of the life cycle, but may make a few minor mistakes	demonstrates project management skills at all stages of the life cycle, but makes many mistakes	Does not have project management skills at all stages of the life cycle
		Terminology in the field of tasks related to communications management in project management at all stages of the life cycle	Demonstrated-skills in applying terminology in the field of tasks related to communications management in project management at all stages life cycle, to the fullest extent	Demonstrated-basic skills in applying terminology in the field of tasks related to communications management in project management at all stages of the life cycle	Demonstrateda minimum set of skills in applying terminology in the field of tasks related to communications management in project management all stages of the life cycle	Skills in applying terminology in the field of tasks related to communication management in project management at all stages of the life cycle have not been demonstrated
UC-3	UC-3.1	know:				
		roles in a team, types of leaders, ways of managing a team	Knows the roles in the team, types of leaders, and ways to manage a team. would	Knows the roles in the team, types of leaders. Unsure of management methods. teamwork	Knows the roles in the team, types of leaders. Poor knowledge of methods of team management.	Doesn't know the role in the team, types of leaders, methods of managing a team
		be able to:				
		follow clear rules	Able to follow the four-	Able to follow the four-	Able to follow the four-	Can't follow

		pitchforks; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity	these rules; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity.	to these rules; observe the logistics of group work	what are the rules of group work?	clear rules; observe the logistics of group work; act in non-standard situations that arise in the process of professional activity
		Organize the work of the team to achieve the set goal	Able to organize team work to achieve goals	He knows how to organize the work of a team to achieve a set goal, but when answering he may make several mistakes. minor errors	Poorly able to organize the work of a team to achieve a set goal, when responding, he may make several mistakes gross errors	The level of organization of the team's work is below the minimum requirements; when responding, it makes many gross errors.
		own:				
		teamwork skills (knows roles in a team, types of leaders, ways of managing a team)	Possesses good teamwork skills (knows roles in a team, types of leaders, ways of managing a team)	Demonstrates teamwork skills (knows roles in a team, types of leaders, ways of managing a team), but can make several mistakes minor errors	In general, demonstrates teamwork skills (knows roles in a team, types of leaders, ways of managing a team), but makes many mistakes	Does not have teamwork skills (knows roles in a team, types of leaders, and methods of managing a team)
		know:				
	UC-3.2	principles of harmonious teamwork	Has a high level of knowledge of the principles of harmonious teamwork	Has a good knowledge of the principles of harmonious teamwork	Familiar with the principles of harmonious teamwork	Does not know the principles of harmonious teamwork
		Methods of team management	Fully knows the methods of team management	Knows how to manage a team, but may make mistakes when answering. how many minor errors	Poor knowledge of team management techniques and may make several serious mistakes when answering.	There are gross errors in the description of methods of team management

		be able to:				
		clearly formulate goals; regulate, systematize, and structure the order of the process	At a high level, he is able to clearly formulate goals; regulate, systematize, and structure the order of processes.	At a good level, he is able to clearly formulate goals; regulate, systematize, and structure the order of processes.	Not good enough at clearly formulating goals; regulating, systematizing, and structuring the process order	Does not know how to clearly formulate goals; regulate, systematize, and structure the process order
		own:				
		tools and methods of teamwork	Has a high level of command of tools and methods teamwork	Has a good command of the tools and methods teamwork	does not have a good enough command of the tools and methods of teamwork	Does not possess the tools and methods of teamwork
		Technologies for achieving the set task	Freely and fully masters the technologies for achieving the assigned task	Has knowledge of technologies for achieving the assigned task and can make several mistakes when answering minor errors	Poorly masters the technologies for achieving the assigned task; may make several mistakes when answering gross errors.	Does not have the technology to achieve the task; when answering, he may make some awkward remarks. there were mistakes.
UC-4	UC-4.1	know:				
		the basics of embedding logically correct reasoning, rules for preparing and delivering public speeches, principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language	Has a high level of knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language.	Has a good knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; rhetorical aspects of oral and written communication, including in a foreign language.	Does not have a sufficient knowledge of the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; the rhetorical aspects of oral and written communication, including in a foreign language	Does not know the basics of constructing logically correct reasoning, the rules for preparing and delivering public speeches, the principles of conducting discussions and polemics; the rhetorical aspects of oral and written communication, including in a foreign language
		about the basic forms, goals, methods and laws of business communication	High level knowledge of the basic forms, goals, methods and laws of business	With some shortcomings, a high level of knowledge of the basic forms, goals,	The minimum acceptable level of knowledge of the basic forms, goals, methods and laws of de-	Below the minimum level of knowledge of the basic forms, goals, methods and laws of business-

			communication	methods And laws business communica- tion	soft communication	communication
	requirements for speech behavior in situations of written and oral business communication	High level of knowledge of the re- quirements for speech behavior in situations of written and oral business communica- tion	With some inaccura- cies, a high level of knowledge of the re- quirements for speech behavior in situations of written and oral business communication	The minimum accepta- ble level of knowledge of the requirements for speech behavior in situa- tions of written and oral business communication	Below the minimum level of knowledge of the re- quirements for speech be- havior in situations of written and oral business communication	
	be able to:					
	compose a text of a pub- lic speech and deliver it, conduct a polemic in a reasoned and convinc- ing manner; analyze the material of technical texts, including those in a foreign language	At a high level, he can compose a text of a public speech and deliver it, conduct a polemic in a reasoned and convincing man- ner; analyze the mate- rial of technical texts, including in foreign languages.	At a good level, he can compose the text of a public speech and deliver it, con- duct a polemic in a reasoned and con- vincing manner; ana- lyze the material of technical texts, in- cluding in foreign languages.	At a fairly good level, he can compose a text of a public speech and de- liver it, conduct a po- lemic in a reasoned and convincing manner; ana- lyze the material of technical texts, includ- ing those in a foreign language	Cannot compose a text for a public speech and deliver it, conduct a po- lemic in a reasoned and convincing manner; ana- lyze the material of tech- nical texts, including those in a foreign lan- guage	
	apply in practice knowledge about the basic forms, goals, meth- ods and laws of business communication	All basic skills in ap- plying in practice knowledge about the basic forms, goals, methods and laws of business communica- tion have been fully demonstrated	The basic skills were demonstrated with some flaws on the practical appli- cation of knowledge about the basic forms, goals, methods and cones of business com- munication	The main features are not fully demonstrated skills in applying in prac- tice knowledge about the basic forms, goals, meth- ods and laws of business communication	The main features are not demonstrated skills in applying in prac- tice knowledge about the basic forms, goals, meth- ods and laws of business communication	
	effectively use in the practice of written and oral business communi- cation Russian language capabil- ities	Demonstrated-all the basic skills are used ef- fectively in full call V practice	With some shortcom- ings, the ability to ef- fectively use to use in practice	Skills not fully demon- strated effective- lyuse in practice tick written And	The ability to effectively use written and oral com- munication in practice has not been demon- strated. business communication	

		(state)language in its functional varieties	written and oral business communication capabilities of the Russian (state) language in its functional varieties	written and oral business communication capabilities of the Russian (state) language in its functional varieties	oral business communication capabilities of the Russian (state) language in its functional varieties	the possibilities of the Russian (state) language in its functional varieties
	own:					
		techniques of effective verbal communication; techniques of discussion on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activities, including in a foreign language	Has a high level of command of effective speech communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activities, including foreign language	Has a good command of effective verbal communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in Russian in scientific and official business styles of speech to ensure professional activity, including in foreign language	Has a fairly good command of effective verbal communication techniques; discussion techniques on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in scientific and official business styles of speech in Russian to ensure professional activities, including in a foreign language	Does not possess the techniques of effective verbal communication; methods of discussion on professional, scientific, cultural and socio-political topics; skills in creating written and oral texts in scientific and official business styles of speech in Russian to ensure professional activities, including in a foreign language
		forms, methods and techniques of effective business communication	Demonstrated-skills of fluency in the forms, methods and techniques of effective business communication	In general, basic skills in mastering the forms, methods and techniques of effective business communication were demonstrated.	Minimal demonstrated kitskills in mastering forms, methods and techniques effective-business community	Skills in mastering the forms, methods and techniques of effective business communication have not been demonstrated
		Written and oral speech on Russian (state language)	Demonstrated-we are free to use written and	Overall, the demonstration proficiency in written and oral communication	Demonstrated minimal proficiency in written and oral language	Not demonstrated-Vans ownership letter-verbal and oral speech

		language, building it in accordance with existing logical and compositional rules the design of thoughts and the norms of literary language, the requirements of the business communication situation	oral speech in Russian (the state language); skills for constructing it in accordance with existing logical and compositional rules for the presentation of thoughts and the norms of literary language, the requirements of the business communication situation. Isolated minor errors were made	speech on Russian (state language)language; skills of its construction in accordance with existing logical and compositional rules formulation of thoughts and norms literary-language, the requirements of the business communication situation. Admitted errors: grammatically – no more than 1, speech – no more than 2, orthoepic- skill - no more than 2	speech on Russian (state) language; skills of its construction corresponding accordance with existing logical and compositional rules designed-of thought and literary norms language requirements situation- of business communication. Admitted errors: grammatically - no more than 3, speech - no more 5, orthoepic- no more than 5	in Russian (state) language; skills of its construction in accordance with existing logical and compositional rules, the design of thoughts and the norms of literary language, the requirements of the business communication situation. Admitted errors: grammatical – more than 3, speech – more than 5, spelling – more than 5
		know:				
		norms of oral and written speech in a foreign language	Has a high level of knowledge of the norms of oral and written speech in a foreign language.	Has a good knowledge of the norms of oral and written speech in a foreign language.	Does not know the norms of oral and written speech in a foreign language well enough	Does not know the norms of oral and written speech in a foreign language
	UC-4.2	principles of identifying functional styles and their connection with forms of thinking entrenched in culture; on the technologies of compositional-linguistic expression of mental representations	High level of knowledge principles identification of functional styles and their connections With forms of thinking, fixed-culturally bound; technologies of compositional-linguistic expression thoughts representations	With some shortcomings, a high level of knowledge of the principles of identifying functional styles and their connection with forms of thinking, fixed-culturally bound; technologies of compositional-linguistic expression thoughts- representative	The minimum acceptable level of knowledge of the principles of identifying functional styles and their connection with culturally ingrained forms of thinking; technologies of compositional and linguistic expression of mental representations	Below minimum level of knowledge of principles allocation of functional style and their connection with forms thinking, fixed cult-swarm; technologies of compositional-linguistic expression of mental representations
		essence, units and	High level	With some under-	Minimum allowable	Below minimum

		requirements for written and oral speech communication	knowledge of the essence, units and requirements for written and oral speech communication	couples have a high level of knowledge of the essence, units and requirements for written and oral speech communications	the level of knowledge of the essence, units and requirements for written and oral speech communication	level of knowledge of the essence, units and requirements for written and oral speech communication
		be able to:				
		translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language; use the capabilities of the official business style in the process of drafting and editing documents in professional activities	At a high level, he/she can translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language; use the possibilities of the official business style in the process of drafting and editing documents in a professional activities	Can translate academic texts (abstracts, summaries, reviews, articles, etc.) from a foreign language or into a foreign language at a good level	Not good enough at translating academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language	Does not know how to translate academic texts (abstracts, annotations, reviews, articles, etc.) from a foreign language or into a foreign language
		consciously use the possibilities of the Russian literary language in various situations in the socio-cultural and professional spheres of communication	conscious use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of society	quite conscious use of the possibilities of the Russian literary language in various socio-cultural and professional spheres of communication	in general, the conscious use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of communication	without awareness of the use of the possibilities of the Russian literary language in various situations of the socio-cultural and professional spheres of communication
		logically correct, reasoned, and clearly construct written and oral speech	Demonstrated-all the basic skills are fully logically correct, reasoned, clearly construct writing	The basic logical skills were demonstrated with some shortcomings. skilfully correct, reasoned, It's clear	The basic skills of logically correct and argumentally, It's clearbuild written and	Not all basic skills have been demonstrated in a logically correct and argumentally, clearly construct written and

			spoken and oral speech	construct written and oral speech	oral speech	oral speech
		own:				

		competent written speech in a foreign language	Has a high level of literate written communication in foreign language	Has a good command of written language in foreign language	Not proficient in written communication in a foreign language	Does not speak written language in a foreign language
		competent written and oral speech in the Russian literary language, building it in accordance with the canons of thought established by the culture of communication	Demonstrated-have the skills of fluent literacy written And oral speech in Russian literary language, building it in accordance with the thinking and canons, culture of communication	In general, basic skills of literate written and oral speech in the Russian literary language, building it in accordance with the thinking and canons, were demonstrated. Fixed And culture of communication	In general, the student demonstrated a fairly competent command of written and oral speech in the Russian literary language, allowing for the following number of errors: spelling/punctuation (up to 4/4), (up to 4), grammatically x (up to 2)	No demonstrated proficiency in written and oral communication in the Russian literary language: the number of errors: spelling/punctuation (more than 4/4), speech (more than 4), grammatical (more than 2)
		technologies for expressing thoughts in written and oral texts of various stylistic affiliations	Demonstrated-have fluent technology skills expressions thoughts in writing and oral texts of various stylistic belonging to	In general, basic skills in using technologies for expressing thoughts in written and oral texts of various kinds were demonstrated. stylistic affiliation	Demonstrated minimal knowledge of technology expression of thoughts in writing And oral texts different styles belonging-nose	No demonstrated proficiency in technologies for expressing thoughts in written and oral texts of various styles
		know:				
	UC-4.3	principles of identifying and using modern functional styles, the essence and conditions of speech communication and the logical foundations of speech construction	Has a high level of knowledge of the principles of identifying and using functional styles, the essence and conditions of speech communication and logical foundations of speech construction	Has a good knowledge of the principles of identifying and using functional styles, the essence and conditions of speech communication and logical foundations of speech construction	Does not know well enough the principles of identifying and using functional styles, the essence and conditions of speech communication and logical basics of speech construction	Does not know the principles of identifying and using functional styles, the essence and conditions of speech communication and the logical foundations of speech construction

		about verbal and non-verbal aspects of communications in professional activities	High level knowledge of verbal and non-verbal aspects of communication in professional activities	With some shortcomings, a high level of knowledge of verbal and non-verbal aspects of communication in professional activities	The minimum acceptable level of knowledge of verbal and non-verbal aspects of communication in professional activities	Below the minimum level of knowledge of verbal and non-verbal aspects of communication in professional activities
		rules, methods and strategies for managing conflict situations	High level of knowledge of rules, methods and strategies for managing conflict situations	With some shortcomings, a high level of knowledge of the rules, methods and strategies of managing the conflict situation	The minimum acceptable level of knowledge of the rules, methods and strategies for managing conflict situations	Below the minimum level of knowledge of rules, methods and strategies for managing conflict situations
	be able to:					
		construct a scientific text logically and correctly	At a high level, he is able to construct scientific research in a logical and correct manner. text	At a good level, he is able to construct scientific work logically and correctly and reasonably. text	Not good enough at constructing a scientific text logically and correctly with arguments	He is unable to construct a scientific text logically and correctly, and to present a reasoned argument.
		to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities	Demonstrated-we have fully mastered all the basic skills to apply in practice knowledge verbal And non-verbal aspects of communication in professional activities	The basic skills of applying knowledge about verbal and non-verbal aspects of communication in the profession were demonstrated with some shortcomings. national activities	The main features are not fully demonstrated the ability to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities	The main features are not demonstrated the ability to apply in practice knowledge about verbal and non-verbal aspects of communication in professional activities
		manage conflict-situation	Demonstrated-all the basic skills of conflict management are fully developed	Basic management skills were demonstrated with some shortcomings. manage a conflict situation	The main features are not fully demonstrated skills manage conflict situation	The main features are not demonstrated skills to manage conflict situations
	own:					

		literate written and oral speech in the state (Russian) language	Has a high level of literate written and spoken language skills in the state language (Russian) language	Has a good command of written and spoken language in the state language (Russian) language	Does not have a good command of written and spoken language in the state language (Russian) language	Does not speak or write competently in the state language (Russian)
		a set of verbal and non-verbal means that contribute to the achievement of communication goals in professional activities	Demonstrated full command of verbal and non-verbal means that contribute to the achievement of communication goals in professional activities	In general, proficiency in verbal and non-verbal communication tools that contribute to achieving communication goals in professional activities has been demonstrated.	Demonstrated minimal proficiency in verbal and non-verbal communication and means that contribute to achieving communication goals in professional activities	No demonstrated proficiency in verbal and non-verbal communication tools that facilitate the achievement of communication goals in professional activities
		skills to overcome communication barriers in professional activities	Demonstrated skills to freely overcome communication barriers in professional activities	In general, skills in overcoming communication barriers were demonstrated. professional activities	Minimal demonstrated skill set overcoming barriers communication-tions in professional activities	No demonstrated skills to overcome communication barriers in professional activities
UC-5	UC-5.1	know:				
		types of intercultural communication	Has a high level of knowledge of the types of international communications	Has a good knowledge of the types of intercultural communications	Doesn't know the types of intercultural communication well enough	Does not know the types of intercultural communication
		be able to:				
		anticipate and prevent possible errors when communicating with representatives of different cultures	At a high level, he is able to anticipate and prevent possible errors in communication with representatives of different cultures	At a good level, he is able to anticipate and prevent possible errors when communicating with representatives of different cultures	Not good enough at anticipating and preventing possible errors when communicating with representatives of different cultures	Unable to anticipate and prevent possible errors when communicating with representatives of different cultures
		own:				
		General theory of intercultural communication	At a high level has a general theory	At a good level has a general theory	Not good enough has a general theory	Does not give a general theory intercultural relations

		kation	intercultural commu- nication	intercultural commu- nication	intercultural commu- nication	communication
UC-5.2	know:	forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations	At a high level, he knows the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professions. in urgent situations	Has a good knowledge of the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professions. in urgent situations	Does not know well enough the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations	Does not know the forms and types of social interaction; the meaning and extent of social and ethical responsibility that arises in the event of making wrong decisions in non-standard professional situations
	be able to:	to form social connections; to make decisions in non-standard situations, observing the principles of social and ethical responsibility	At a high level, he is able to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility	At a good level, he is able to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility	Not good enough at forming social connections; making decisions in non-standard situations, observing the principles of social and ethical responsibility. nost	Does not know how to form social connections; make decisions in non-standard situations, observing the principles of social and ethical responsibility
	own:	skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature	Has a high level of social interaction skills in technological environments; methods of decision-making in non-standard situations that exclude negative consequences social and ethical nature	Has a good level of social interaction skills in technological environments; methods of decision-making in non-standard situations that exclude negative consequences social and ethical nature	Does not have sufficient skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature	Does not possess the skills of social interaction in technological environments; methods of decision-making in non-standard situations that exclude negative consequences of a social and ethical nature

	know:
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UC-6	UC-6.1	Mechanisms for assessing one's resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of an assigned task	At a high level, he knows the mechanisms for assessing his resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of the assigned task.	He has a good knowledge of the mechanisms for assessing his resources and their limits (personal, situational, time-related), and how to optimally use them for the successful completion of the assigned task.	He knows quite well the mechanisms for assessing his resources and their limits (personal, situational, temporary), how to optimally use them for the successful completion of an assigned task	He knows the mechanisms for assessing his resources and their limits (personal, situational, time-related), how to optimally use them for the successful completion of the assigned task	
		Basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement	Knows the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, does not make mistakes	Knows the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, but may make several mistakes when answering minor errors	Poor knowledge of the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement, and makes many mistakes when answering	The level of knowledge about the basic patterns, mechanisms and methods of self-knowledge, self-development and self-improvement allows for many mistakes when answering	
		Existing concepts of self-development, personal growth	Knows existing concepts of self-development, personal growth, does not make mistakes	Knows existing concepts of self-development and personal growth, but may make some mistakes when answering. how many minor errors	Poor knowledge of existing concepts of self-development and personal growth, and makes many mistakes when answering.	The level of knowledge of existing concepts of self-development and personal growth is below the minimum, while Vete makes a lot of mistakes	
		be able to:					
		assess your resources and their limits (personal, situational, time-related), and use them optimally to successfully complete the assigned task	At a high level, he knows how to evaluate his resources and their limits (personal, situational, temporary), and how to use them optimally for successful completion of the assigned task	At a good level, he knows how to evaluate his resources and their limits (personal, situational, temporary), and how to use them optimally for successful completion of the assigned task	It is not good enough to use resources and their limits (personal, situational, time) optimally for the successful completion of the assigned task	Does not know how to assess his resources and their limits (personal, situational, temporary), and how to use them optimally to successfully complete the assigned task	
		Denmark	Denmark				

		Develop trajectories for your own professional growth	Demonstrates the ability to develop trajectories for their own professional and personal growth, does not make mistakes	Demonstrates the ability to develop trajectories for their own professional and personal growth, but may make some minor mistakes	In general, demonstrates the ability to develop trajectories for their own professional and personal growth, but makes many mistakes	Demonstrates the ability to develop trajectories for their own professional and personal growth, but makes many serious mistakes
		own:				
		skills to assess one's resources and their limits (personal, situational, time-related), and their optimal use for the successful completion of the assigned task	Has a high level of skills in resources and their limits (personal, situational, temporary), their optimal use for the successful completion of an assigned task	Has a good level of skills in assessing one's resources and their limits (personal, situational, time), their optimal use for successful implementation fulfillment of the assigned task	Does not have sufficient skills to assess one's resources and their limits (personal, situational, time), and to use them optimally for the successful completion of an assigned task	Does not have the skills to assess his resources and their limits (personal, situational, time), and their optimal use for the successful completion of the assigned task
		know:				
		characteristics and mechanisms of the processes of self-development and self-realization of the individual	At a high level, he knows the characteristics and mechanisms of self-development processes and self-realization of the individual	Has a good knowledge of the characteristics and mechanisms of self-development processes and self-realization of the individual	Does not know well enough the characteristics and mechanisms of self-development processes and self-realization of the individual	Does not know the characteristics and mechanisms of the processes of self-development and self-realization of the individual
	UC-6.2	Theoretical and practical approaches to measuring self-esteem	Knows theoretical and practical approaches to measuring self-esteem and does not make mistakes	Knows theoretical and practical approaches to measuring self-esteem, but may make several minor mistakes when answering	Poor knowledge of theoretical and practical approaches to measuring self-esteem, makes many mistakes when answering	The level of knowledge of theoretical and practical approaches to measuring self-esteem is below the minimum requirement and allows for many rude answers. there were mistakes

		be able to:				
		to realize personal abilities and creative potential in various types of activities in social communities	At a high level, he is able to realize personal abilities and creative potential in various types of social activities communities	At a good level, he knows how to realize his personal abilities and creative potential in various types of social activities. communities	Not good enough at realizing personal abilities and creative potential in various types of social community activities	Does not know how to realize personal abilities and creative potential in various types of activities in social communities
		own:				
		techniques of self-development and self-realization in professional and other spheres of activity	Has a high level of knowledge of self-development and self-realization techniques in the professional and other areas of activity	Has a good command of self-development and self-realization techniques in the professional and other areas of activity	Does not have a good enough command of self-development and self-realization techniques in professional and other areas of activity	Does not possess techniques for self-development and self-realization in professional and other areas of activity
GPC-1	GPC-1.1	know:				
		The main postulates of economic, organizational and management theory	At a high level he knows the basic principles of economic and organizational and management theory	Has a good knowledge of the basic principles of economic and organizational and management theory	Doesn't know the basic principles of economic and organizational theory well enough. and management theory	Does not know the basic postulates of economic, organizational and management theory
		be able to:				
		Apply knowledge of economic, organizational and management theory to solve professional problems	At a high level, he is able to apply knowledge of economic, organizational and management theory for resolving professional problems	At a good level, he is able to apply knowledge of economic, organizational and management theory for resolving professional problems	He is quite good at applying knowledge of economic, organizational and management theory to solve professional problems.	Unable to apply knowledge of economic, organizational and management theory to solve professional problems
		own:				
		Skills in applying knowledge on economic, organizational and management theory-	Has a high level of knowledge application skills in economics,	Has a good level of knowledge application skills in economics,	Does not have sufficient skills in applying knowledge of economic, organizational	Does not have the skills to apply knowledge of economic, organizational

						nationalization and management
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		rii for solving professional problems	organizational and management theory for solving professional tasks	organizational and management theory for solving professional tasks	national and management theory for solving professional problems	the theory of professional development for solving professional problems
GPC-1.2	Know:					
		Innovative approaches to generalization and critical analysis to improve the effectiveness of management activities	Highly knowledgeable in innovative approaches to generalization and critical analysis to improve efficiency management activities	Has a good knowledge of innovative approaches to generalization and critical analysis to improve efficiency management activities	Does not have sufficient knowledge of innovative approaches to generalization and critical analysis to improve management efficiency lechensky activity	Does not know innovative approaches to generalization and critical analysis to improve the effectiveness of management activities
		Fundamentals of critical analysis of management activities	Fully knows the basics of critical analysis of management activities	Knows the basics of critical analysis of management activities, but may make some mistakes when answering. gross errors	Does not know the basics of critical analysis of management activities well enough and may make several mistakes when answering gross errors	Does not know the basics of critical analysis of management activities and may make several gross mistakes when answering. side
	be able to:					
		To use innovative approaches to generalize and critically analyze management practices	At a high level, he is able to generalize and critically analyze practices using innovative approaches management	At a good level, he is able to generalize and critically analyze practices using innovative approaches management	Not good enough at generalizing and critically analyzing management practices using innovative approaches	Does not know how to generalize and critically analyze management practices using innovative approaches
	Own:					
	skills of generalization and critical analysis to improve the effectiveness of management activities	Has a high level of generalization and critical analysis skills to improve efficiency. efficiency of management activities	Has a good level of generalization and critical analysis skills to improve efficiency. efficiency of management activities	Does not have sufficient generalization and critical analysis skills to improve efficiency management activities	Does not possess the skills of generalization and critical analysis to improve the effectiveness of management activities	

		Technologies have achieved	Fluent	Good enough	Poor tech skills	Does not own the technology
		achievement of the assigned task	technologies for achieving the set task	has the technologies to achieve the task, but may make several mistakes when answering minor errors	logics for achieving the task, when answering, he may make several gross mistakes	to achieve the set task, when answering, he may make several gross mistakes
GPC-2	GPC-2.1	Know:				
		Advanced methods of collecting, processing and analyzing information	Has a high level of knowledge of advanced methods of collecting, processing and analyzing information formations	Has a good knowledge of advanced methods of collecting, processing and analyzing information formations	Does not have sufficient knowledge of advanced methods of collecting, processing and analyzing information formations	Does not know advanced methods of collecting, processing and analyzing information
		Be able to:				
		Using modern technology and advanced methods, collect, process and analyze information	At a high level, he is able to use modern technology and advanced methods to collect, process and information analysis	At a good level, he is able to use modern technology and advanced methods to collect, process and information analysis	Not good enough at collecting, processing and analyzing information using modern technology and advanced methods formations	Does not know how to collect, process and analyze information using modern technology and advanced methods
		Own:				
		Advanced and modern methods of data collection, processing and analysis	Has a high level of proficiency in advanced and modern methods of data collection, processing and analysis data	Has a good command of advanced and modern methods of data collection, processing and analysis data	Not proficient in advanced and modern methods of data collection, processing and analysis	Does not possess advanced and modern methods of collecting, processing and analyzing data
		Know::				

	GPC-2.2	Existing information and analytical systems for their further use in solving management and research problems	Has a high level of knowledge of existing information and analytical systems for their further use in solving management and research tasks	Has a good knowledge of existing information and analytical systems for their further use in solving management and research tasks	Does not know existing information and analytical systems well enough to use them further in solving management and research problems	Does not know existing information and analytical systems for their further use in solving management and research problems
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		Be able to:				
		Solve management and research problems using information and analytical systems	At a high level, he is able to solve management and research problems using information and analytical systems.	At a good level, he is able to solve management and research problems using information and analytical systems.	Not good enough at solving management and research problems using information and analytical systems	Does not know how to solve management and research problems using information and analytical systems
		Own:				
		Skills in working in information and analytical systems when solving management and research problems	Has a high level of skills in working with information and analytical systems when solving management and research tasks	Has a good level of skills in working with information and analytical systems when solving management and research tasks	Does not have sufficient skills in working with information and analytical systems when solving management and research problems	Does not have the skills to work in information and analytical systems when solving management and research problems
		Know:				
		the most effective ways of making organizational and managerial decisions	At a high level, he knows the most effective ways of making organizational management decisions.	He has a good knowledge of the most effective ways of making organizational management decisions.	Does not know well enough the most effective ways of making organizational and managerial decisions	Does not know the most effective ways of making organizational and managerial decisions
		Be able to:				

GPC-3	GPC-3.1	Select the most effective methods of organizational and managerial decisions and assess their social significance	At a high level, he is able to choose the most effective methods of organizational and managerial decisions and evaluates their social of no small significance	At a good level, he is able to choose the most effective methods of organizational and managerial decisions and evaluates their social of no small significance	Not good enough at choosing the most effective methods of organizational and management decisions and assessing their social significance	Does not know how to choose the most effective methods of organizational and managerial decisions and evaluate their social significance
		Own:				

	GPC-3.2	Skills for assessing the social significance of selected effective methods of organizational and managerial decisions	Has a high level of skills in assessing the social significance of selected effective methods of organizational and managerial decision	Has a good level of skills in assessing the social significance of selected effective methods of organizational and managerial decision	Does not have sufficient skills in assessing the social significance of selected effective methods of organizational and managerial decisions	Does not have the skills to assess the social significance of selected effective methods of organizational and managerial decisions
		Know:				
		Methods for setting goals and objectives to ensure the implementation of management decisions	Has a high level of knowledge of methods for setting goals and objectives to ensure the implementation of management solutions	Has a good knowledge of the methods of setting goals and objectives to ensure the implementation of management solutions	Does not have a good enough knowledge of the methods of setting goals and objectives to ensure the implementation of management solutions	Does not know the methods of setting goals and objectives to ensure the implementation of management decisions
		Be able to:				
		To formulate goals and objectives that ensure the implementation of management decisions	At a high level, he is able to formulate goals and objectives that ensure the implementation of management decisions	At a good level, he is able to formulate goals and objectives that ensure the implementation of management decisions	Not good enough at formulating goals and objectives to ensure the implementation of management decisions	Does not know how to formulate goals and objectives that ensure the implementation of management decisions
Own:						
Methods of setting goals and determining ways to achieve them	Has a high level of command of goal setting techniques, determining the methods achievements	Has a good command of goal setting techniques, determining the methods achievements	Doesn't have a good enough command of goal setting techniques and determining methods achievements	Does not have the skills to set goals and determine ways to achieve them		

GPC-4	GPC-4.1	Know:				
		Fundamentals of project and process activities in an organization taking into account the use of modern management practices	At a high level, he knows the basics of project and process activities in the organization, taking into account the use of temporary management practices	Has a good knowledge of the basics of project and process activities in an organization, taking into account the use of temporary management practices	Does not have a sufficient knowledge of the basics of project and process activities in the organization, taking into account the use of modern management practices	Does not know the basics of project and process activities in an organization, taking into account the use of modern management practices

		the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities, in the volume corresponding to the training program, without errors	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities, in the volume corresponding to the training program, there are several minor mistakes	The minimum acceptable level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve the set goals in project and process activities, in the volume corresponding to the training program, there are many non-rough mistakes	The level of knowledge of the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities is below the minimum requirements; gross errors occur
		Be able to:				
		demonstrate leadership and communication skills to achieve set goals in project and process activities	At a high level, he is able to demonstrate leadership and communication skills to achieve set goals in project and process work.	At a good level, he is able to demonstrate leadership and communication skills to achieve set goals in project and process work.	Not good enough at demonstrating leadership and communication skills to achieve set goals in project and process work	Unable to demonstrate leadership and communication skills to achieve set goals in project and process activities

		Apply the content of internal and external communications management of the organization as a tool for implementing leadership and communication skills to achieve the set goals in the project. projective and processual	Demonstrated-all the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills for	Demonstrated-all the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills for	Demonstratedall the basic skills to apply the content of managing internal and external communications of an organization as a tool for implementing leadership and communication skills for achievements	Not all the basic skills to apply the content of managing internal and external communications of the organization as a tool for implementing leadership and communication skills for achievement of goals
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		activities	achieving the set goals in project and process activities, in full in nominal volume	achieving the set goals in project and process activities, with gross shortcomings	goals in project and process activities, there are minor errors ki	In the context of achieving project and process goals, gross errors occur
		Own:				
		leadership and communication skills to achieve goals in project and process activities	Possesses high-level leadership and communication skills to achieve project goals. and process activities	Possesses good leadership and communication skills to achieve project goals. and process activities	Does not have sufficient leadership and communication skills to achieve the set goals in the project and process activities	Does not have leadership and communication skills to achieve set goals in project and process activities
		Terminology in the field of content management of internal and external communications of the organization as a tool for the implementation of leadership and communication skills to achieve goals in project and process activities	Demonstrated-skills in applying terminology in the field of content management of internal and external communications of the organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities most, to the fullest extent	Demonstrated-basic skills in applying terminology in the field of content management of internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	Demonstrated a minimum set of skills in applying terminology in the field of content management of internal and external communications of an organization as a tool for implementing leadership and communication skills to achieve goals in project and process activities	Skills in applying terminology in the field of content management of internal and external communications of the organization as a tool for implementing leadership and communication skills to achieve the set goals in project and process activities have not been demonstrated
		Know:				

	GPC-4.2	Classification of business models of the modern innovative market	Has a high level of knowledge of the classification of business models of the modern innovation market direction	Has a good knowledge of the classification of business models of the modern innovation market direction	Does not know the classification of business models of the modern market in the innovative direction well enough laziness	Does not know the classification of business models of the modern innovative market
		management methods	Level of knowledge of me-	Level of knowledge of me-	Minimum allowable	Level of knowledge of the method-

		internal and external communications of the organization in order to develop the organization's business model, taking into account the analysis of market situations and the innovative focus of the activities	methods of managing internal and external communications of an organization in order to develop a business model of the organization, taking into account the analysis of market situations and the innovative focus of activities, without errors	In the process of managing internal and external communications of an organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of the activity, there are several minor errors	the current level of knowledge of methods for managing internal and external communications of an organization in order to develop a business model of the organization, taking into account the analysis of situations on the market and the innovative focus of activities in the volume corresponding to the training program, there are many minor errors	the management of internal and external communications of the organization in order to develop a business model of the organization, taking into account the analysis of market situations and the innovative focus of activities below the minimum requirements, there are gross errors
		Be able to:				
		identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and corresponding business models of organizations	At a high level, he is able to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding ones business models of organizations	At a good level, he is able to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding ones business models of organizations	Not good enough at identifying and assessing new market opportunities, developing strategies for creating and developing innovative areas of activity and corresponding business models of organizations	Unable to identify and evaluate new market opportunities, develop strategies for the creation and development of innovative areas of activity and corresponding business models of organizations

		apply methods of managing internal and external communications of the organization in order to develop a business model of the organization taking into account the analysis of situations market and innovation	Demonstrated-all the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing boots business models	Demonstrated-all the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing boots business models	Demonstratedall the basic skills to apply methods of managing internal and external communications of an organization for the purpose of developing business models of organization with	Not all the basic skills to apply methods of managing internal and external communications of the organization for the purpose of developing a business model have been demonstrated organizations taking into account
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		direction of activity	organizations taking into account the analysis of market situations and the innovative focus of activities in full	organizations taking into account the analysis of market situations and the innovative focus of activities with non-rough shortcomings	Taking into account the analysis of the market situation and the innovative focus of the activities, there are minor errors	analysis of market situations and innovative focus of activities, there are gross errors
		Own:				
		Skills in developing a strategy for the creation and development of innovative areas of activity and corresponding business models of organizations	Has a high level of skills in developing strategies for the creation and development of innovative areas of activity and the corresponding business organizational models	Has a good level of skills in developing strategies for the creation and development of innovative areas of activity and the corresponding business organizational models	Does not have sufficient skills in developing a strategy for the creation and development of innovative areas of activity and the corresponding business model of the organization. zations	Does not have the skills to develop a strategy for the creation and development of innovative areas of activity and the corresponding business models of organizations

		terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of activities	demonstrated skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for an organization, taking into account the analysis of market situations and the innovative focus of activities to the fullest extent	demonstrated basic skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model of the organization, taking into account the analysis of market situations and the innovative focus of activities	Demonstrated a minimum set of skills in applying terminology in the field of methods for managing internal and external communications and organization in order to develop a business model for the organization, taking into account the analysis of market situations and the innovative focus of activities	Skills in applying terminology in the field of methods for managing internal and external communications and organization for the purpose of developing a business model for an organization, taking into account the analysis of market situations and the innovative focus of activities, have not been demonstrated.
GPC-5	GPC-5.1	Know: Methodology of scientific research and generalization of the obtained results	Has a high level of knowledge of scientific research methodology. applications and generalizations of	Has a good knowledge of scientific research methodology. applications and generalizations of	Doesn't know the methodology of scientific research well enough applications and generalizations of	Does not know the methodology of scientific research and generalization of results

			obtained results	obtained results	obtained results	
		Be able to:				
		perform a critical analysis of scientific research and summarize the results obtained	At a high level, he is able to perform critical analysis of scientific research and generalize the results. results obtained	At a good level, he is able to carry out a critical analysis of scientific research and generalize the results. results obtained	Not good enough at critically analyzing scientific research and generalizing the findings results	Does not know how to critically analyze scientific research and generalize the results obtained
		Own:				
		Skills of critical analysis of scientific research and generalization of the obtained results	Has a high level of skills in critical analysis of scientific research and generalization results obtained	Has a good level of skills in critical analysis of scientific research and generalization of results. obtained results	Does not have sufficient skills in critical analysis of scientific research and generalization of the obtained results	Does not have the skills to critically analyze scientific research and generalize the results obtained

		Know:				
		Principles, methods, and requirements for research projects	Has a high level of knowledge of the principles, methods, and requirements for scientific research projects	Has a good knowledge of the principles, methods, and requirements for scientific research projects	Does not have a good enough knowledge of the principles, methods, and requirements for research projects	Does not know the principles, methods, and requirements for research projects
		Be able to:				
		Plan and implement research projects	At a high level he is able to plan and implement scientific-research projects	At a good level he knows how to plan and implement scientific-research projects	Not good enough at planning and implementing research projects	Does not know how to plan and implement research projects
		Own:				
		Methodology, methods, techniques of planning and implementation results of scientific research	Has a high level of knowledge of methodology, methods, and techniques. moms planning and	Has a good command of methodology, methods, and techniques. moms planning and	Doesn't have a good enough command of methodology, methods, and techniques planning and implementation	Does not have a knowledge of methodology, methods, and planning techniques and implementation of results
		research projects	implementation of research results projects	implementation of research results projects	recognition of the results of scientific research projects	research projects
PC-1	PC-1.1	Know:				
		Fundamentals of the production cycle and product logic; principles of forming a value proposition.	At a high level knows the basics of the production cycle and product logic; principles of forming a value proposition.	At a good level knows the basics of the production cycle and product logic; principles of forming a value proposition.	Not good enough knows the basics of the production cycle and product logic; principles of forming a value proposition.	Doesn't know the basics of the production cycle and product logic; principles of forming a value proposition.
		methodology for developing business models for gaming projects	At a high level knows the methodology for developing business models for gaming projects	At a good level knows the methodology for developing business models for gaming projects	Not good enough knows the methodology for developing business models for gaming projects	Doesn't know the methodology for developing business models for gaming projects

	modern digital formats of media and gaming products	At a high level knows modern digital formats of media and gaming products	At a good level knows modern digital formats of media and gaming products	Not good enough knows modern digital formats of media and gaming products	Doesn't know modern digital formats of media and gaming products
	Be able to:				
	make key decisions on content, timing, and resources	At a high level, he is able to make key decisions on content, timing and resources	Has a good ability to make key decisions on content, deadlines and resources	Not good enough at making key decisions on content, timing, and resources	Incapable of making key decisions on content, timing, and resources
	form a business model for a new digital product or media format	At a high level, he is able to form a business model for a new digital product or media format	Has a good ability to formulate a business model for a new digital product or media format	Not good enough at formulating a business model for a new digital product or media format	Unable to formulate a business model for a new digital product or media format
	determine the costs of creating a game project and justify its economic efficiency	At a high level, he is able to determine the costs of creating a game project and justify its economic efficiency	Has a good ability to determine the costs of creating a game project and justify its economic efficiency	Not good enough at determining the costs of creating a game project and justifying its economic efficiency	Doesn't know how to determine the costs of creating a game project and justify its economic efficiency

	Own:				
	methods and promotion of the project brand creation	Has a high level of knowledge of methods and promotion of creation branding of the project	Has a good command of methods and promotion of creation branding of the project	Not good enough in methods and promotion of creation project brand	Does not possess methods and promotion for creating a project brand
	production tools; methods of managing the creative process	Has a high level of proficiency in production tools and creative process management methods	Has a good command of production tools and creative process management methods	Not proficient in production tools and creative process management methods	Does not possess production tools; creative process management methods
	skills in investment analysis and project effectiveness assessment, risk management	Has a high level of skills in investment analysis and project effectiveness assessment, risk management	Has a good level of skills in investment analysis and project effectiveness assessment, risk management	investment skills. Not proficient in analysis and evaluation of project effectiveness, risk management	Does not have skills in investment analysis and project effectiveness assessment, risk management
	Know				

PC-1.2	UX/UI and visual composition principles; basics of interface usability and accessibility.	Highly knowledgeable in UX/UI principles and visual composition; basic usability and interface accessibility.	Has a good knowledge of modern UX/UI principles and visual composition; and the basics of interface usability and accessibility.	Lacks sufficient knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Does not know the principles of UX/UI and visual composition; the basics of interface usability and accessibility.
	The role of motion design as a strategic tool in media and game design	At a high level understands the role of motion design as a strategic tool in media and game design	At a good level understands the role of motion design as a strategic tool in media and game design	Not good enough understands the role of motion design as a strategic tool in media and game design	Doesn't know the role of motion design as a strategic tool in media and game design
	technological features and production stages of key techniques, as well as the full cycle of creating an animated product	At a high level knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	At a good level knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	Not good enough knows the technological features and production stages of key techniques, as well as the full cycle of creating an animation product	Does not know the technological features and production stages of key techniques, as well as the full cycle of creating an animation product

	Be able to				
	design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	At a high level, he is able to design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	Proficient in designing interface structures (screen maps, user flows); justifying decisions based on quality criteria and project constraints	Not good enough at designing interface structure (screen map, user flow); justifying decisions through quality criteria and project constraints	Cannot design interface structure (screen map, user flow); justify decisions based on quality criteria and project constraints
	Select potential platforms and distribution channels for new media formats and creative pilot projects	At a high level, he is able to select potential placement sites and distribution channels for new media formats and creative pilot projects.	At a good level, he is able to select potential platforms for placement and distribution channels for new media formats and creative pilot projects	Not good enough at selecting potential placement sites and distribution channels for new media formats and creative pilot projects	Does not know how to select potential placement sites and distribution channels for new media formats and creative pilot projects

	Select tools and technologies for interaction with target audiences	At a high level, he is able to select tools and technologies for interaction with the target new audiences	At a good level, he is able to select tools and technologies for interaction with the target new audiences	Not good enough at choosing tools and technologies for interaction with target groups audiences	Does not know how to make a choice of tools and technologies for interaction with target audiences
	To own				
	skills in developing a digital marketing strategy and selecting digital communications channels to create a new media format or creative media project	Has a high level of skills in developing digital marketing strategies and selecting digital communications channels to create a new media format or creative media project	Has a good level of skills in developing a digital marketing strategy and selecting digital communications channels to create a new media format or creative media project	Does not have sufficient skills in developing a digital marketing strategy and selecting digital communication channels to create a new media format or creative media project	Does not have the skills to develop a digital marketing strategy and select digital communications channels to create a new media format or creative media project
	skills in analyzing the visual language of animation, understanding the technological pipeline	Has a high level of skills in analyzing the visual language of animation and understanding the technological pipeline	Has a good level of skills in analyzing the visual language of animation and an understanding of the technological pipeline	Doesn't have sufficient skills in analyzing the visual language of animation and understanding the technological pipeline	Does not have the skills to analyze the visual language of animation or understand the technological pipeline

	Skills in selecting resources for developing a product of a certain media format	Has a high level of skills in selecting funds for the development of a product of a certain media format	Has a good level of skills in selecting funds for the development of a product of a certain medium.	Does not have sufficient skills in selecting funds for the development of a product of certain media format	Does not have the skills to select funds for the development of a product of a certain media format
	Know:				
	Fundamentals of the media market and gaming industry	Has a high level of knowledge of the fundamentals of the media market and the gaming industry	Has a good knowledge of the fundamentals of the media market and the gaming industry	Doesn't have a good enough understanding of the fundamentals of the media market and gaming industry	Doesn't know the basics of the media market and the gaming industry
	Principles of content analysis	Has a high level of knowledge of the principles of analysis. content licking	Has a good knowledge of the principles of analysis. content licking	Doesn't know the principles of analysis well enough. content licking	Doesn't know the principles of content analysis

PC-1.3	Stages of conducting marketing research in the media environment	Has a high level of knowledge of the stages of marketing research in the media environment	Has a good knowledge of the stages of marketing research in the media environment	Doesn't know the stages of marketing well enough research in the media environment	Does not know the stages of conducting marketing research in the media environment
	Methods for identifying the needs of the target audience	Has a high level of knowledge of ways to identify needs target audience	Has a good knowledge of how to identify needs target audience	Doesn't know enough about ways to identify needs target audience	Doesn't know how to identify the needs of the target audience
	Be able to:				
	assess demand through criteria and metrics	At a high level, he is able to assess demand through criteria and metrics	On good at this level, he is able to assess demand through criteria and metrics	Not good enough at assessing demand through criteria and metrics	Doesn't know how to evaluate demand through criteria and metrics

	create media texts in English for use in stories of different types	He can do it at a high level create media texts in English for use in stories of different types	On good can do it at this level create media texts in English for use in stories of different types	Not good enough create media texts in English for use in stories of different types	Cannot create media texts in English for use in different types of stories
	Own:				
	product packaging tools (brand/tone, presentation, press kit); and iterative improvement practices based on data and feedback.	Highly proficient in product packaging tools (brand/tone, presentation, press kit); and iterative improvement practices based on data and feedback.	Proficient in product packaging tools (brand/tone, presentation, press kit) and iterative improvement practices based on data and feedback.	Lacks sufficient knowledge of product packaging tools (brand/tone, presentation, press kit); practices of iterative improvement based on data and feedback.	Lacks knowledge of product packaging tools (brand/tone, presentation, press kit); practices for iterative improvement based on data and feedback.
	Marketing tools for content and audience analysis	Has a high level of proficiency in marketing tools for content analysis and audience	Has a good command of marketing tools for content analysis and audience	Not proficient enough in marketing tools for content analysis and audience	Does not have marketing tools for content and audience analysis
	Know:				

PC-2	PC-2.1	fundamentals of the production cycle and product logic;	Highly knowledgeable about the fundamentals of the production cycle and product logic; principles of forming a value proposition	Has a good knowledge of the basics of the production cycle and product logic; principles of forming a value proposition	Doesn't have a good understanding of the fundamentals of the production cycle and product logic; principles of forming a value proposition	Doesn't know the basics of the production cycle and product logic; principles of forming a value proposition	
		principles of forming a value proposition	Excellent knowledge of the principles of forming a value proposition	Well-versed in the principles of forming a value proposition	Satisfactorily knows the principles of forming a value proposition	Doesn't know the principles of forming a value proposition	
		Be able to:					
		make key decisions on content, timing, and resources	At a high level, he is able to make key decisions on content, timing and resources	Has a good ability to make key decisions on content, deadlines and resources	Not good enough at making key decisions on content, timing, and resources	Incapable of making key decisions on content, timing, and resources	
		make a schedule media production	At a high level can compose	On good at this level he can compose	Not good enough knows how to compose a graph	Can't compose production schedule	
		product	media product production schedule	there is a schedule for the production of a media product	media product production	media product	
		calculate the funding for a media project	At a high level, he is able to calculate financing media project	At a good level he can calculate financing media project	Not good enough at calculating financing media project	Doesn't know how to calculate media project financing	
		To own					
		production tools; methods of managing the creative process	Has a high level of proficiency in production tools and creative process management methods	Has a good command of production tools and creative process management methods	Not proficient in production tools and creative process management methods	Does not possess production tools; creative process management methods	
		Skills for the step-by-step implementation of a media project	Has a high level of skills in the phased implementation of a media project	Has a good level of skills in step-by-step implementation of the media project	Not good enough at step-by-step implementation skills media project	Does not have the skills to implement a media project step by step	

	technical means and technologies for developing media products	Has a high level of technical knowledge and development technologies media product	Has a good command of technical means and development technologies media product	Does not have a good enough command of technical means and technologies for developing media product	Does not possess technical means and technologies for developing media products
PC-2.2	Know:				
	UX/UI and visual composition principles; basics of interface usability and accessibility.	Highly knowledgeable in UX/UI principles and visual composition; basic usability and interface accessibility.	Has a good knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Lacks sufficient knowledge of UX/UI principles and visual composition; basics of interface usability and accessibility.	Does not know the principles of UX/UI and visual composition; the basics of interface usability and accessibility.
	methods for assessing the effectiveness of media projects	Has a high level of proficiency in methods of assessing the effectiveness of style of media projects	Has a good command of methods for assessing the effectiveness of style of media projects	Not proficient in performance evaluation methods media projects	Does not have knowledge of methods for evaluating the effectiveness of media projects
	Be able to:				
	design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	At a high level, he is able to design the interface structure (screen map, user flow); justify decisions using quality criteria and project constraints	Proficient in designing interface structures (screen maps, user flows); justifying decisions based on quality criteria and project constraints	Not good enough at designing interface structure (screen map, user flow); justifying decisions through quality criteria and project constraints	Unable to keep up with new technologies in the field of media production state

	Use new technologies when developing the concept of a media product	At a high level, he is able to use new technologies in developing the concept of media projects.	At a good level, he knows how to use new technologies in developing the concept of media projects.	Not good enough at using new technologies when developing a media product concept	Doesn't know how to use new technologies when developing a media product concept
	To own				
	tools for preparing specifications and design guides; practices for coordinating the interface with production requirements	Highly proficient in tools for preparing specifications and design guides; and practices for coordinating interfaces with production requirements	Has a good command of tools for preparing specifications and design guides; and practices for coordinating interfaces with production requirements.	Lack of knowledge of tools for preparing specifications and design guides; lack of experience in coordinating interfaces with production requirements	Does not have the tools to prepare specifications and design guides; or the practices to coordinate the interface with production requirements

		Skills in introducing new technologies into media production practices	Has a high level of skills in implementing new technologies into practice ku media production	Has a good level of skills in implementing new technologies into practice. ku media production	Does not have sufficient skills in implementing new technologies into media production practices	Does not have the skills to implement new technologies into media production practices
PC-2.3	Know:					
	the main regulatory acts governing activities in the media sphere	Has a high level of knowledge of the main regulatory acts governing activities in the media sphere	Has a good knowledge of the main regulatory acts governing activities in the media sphere	Does not have a good enough knowledge of the main regulations governing activities in the media sphere.	Does not know the main regulations governing activities in the media sphere	
	the essence, role and objectives of strategic marketing	Thoroughly understands the essence, role and objectives of strategic marketing	Has a good knowledge of the essence, role and objectives of strategic marketing	Does not have a good enough understanding of the essence, role and objectives of strategic marketing	Does not know the essence, role and objectives of strategic marketing	
	Be able to					
	To create products that are in demand by society and media industry assess the market situation	At a high level he is able to create impressions publicly demanded	At a good level he is able to create images publicly demanded	Not good enough at creating images. publicly demanded	Doesn't know how to create popular public-economy and industry	
		state and the media products industry	state and the media products industry	state and the media products industry	media products	
		He is able to assess the market situation at a high level	He is able to assess the market situation at a good level	Not good enough at assessing the market situation	Unable to assess the market situation	
	create media texts in English for use in stories of different types	At a high level, he is able to create media texts in English for their use in torii of different types	At a good level, he can create media texts in English for their use in history. torii of different types	Not good enough at creating media texts in English for use in stories of different types	Cannot create media texts in English for use in stories of different types	
	Own:					

		skills in creating media texts and other media products	Has a high level of skills in creating media texts and other media products	Has a good level of skills in creating media texts and other media products	Does not have sufficient skills in creating media texts and other media products	Does not have the skills to create media texts and other media products
		skills in developing an organization's marketing strategy, taking into account market analysis	Has a high level of command skills in developing an organization's marketing strategy, taking into account market analysis	Has a good command of skills in developing an organization's marketing strategy, taking into account market analysis	Not proficient enough skills in developing an organization's marketing strategy, taking into account market analysis	Doesn't own skills in developing an organization's marketing strategy, taking into account market analysis
		modern technical means and information technologies for creating media products	Has a high level of proficiency in modern technical means and information technologies for creation media product	Has a good command of modern technical means and information technologies for creation media product	Does not have a good command of modern technical means and information technologies for creating media products.	Does not possess modern technical means and information technologies for creating media products
PC-3	PC-3.1	Know:				
		Fundamentals of Decision Making in Media Communications Management	At a high level knows the basics of decision-making in media communications management	At a good level knows the basics of decision-making in media communications management	Not good enough knows the basics of decision-making in media communications management	Does not know the basics of decision-making in media communications management

		methods of forming a project team in order to solve problems in organizing the activities of a media enterprise	At a high level, he knows the methods of forming a project team in order to solve problems in organizing the activities of a media enterprise.	Has a good knowledge of the methods of forming a project team in order to solve problems in organizing the activities of a media enterprise.	Does not have a good enough knowledge of how to form a project team in order to solve problems in organizing the activities of a media enterprise	Does not know how to form a project team in order to solve problems in organizing the activities of a media enterprise
		organization of the activities of structural divisions of a media enterprise	Has a high level of knowledge of the organization of activities of structural divisions. media enterprises	Has a good knowledge of the organization of activities of structural divisions. media enterprises	Does not have a good enough knowledge of the organization of activities of the structural divisions of the media enterprise	Does not know the organization of the activities of the structural divisions of the media enterprise

	methods for creating project offices for the implementation of technological, organizational and marketing innovations	At a high level, he knows the ways of creating project offices for the implementation of technological, organizational and marketing innovations	Has a good knowledge of the methods of creating project offices for the implementation of technological, organizational and marketing innovations	Does not have sufficient knowledge of how to create project offices to implement technological, organizational and marketing innovations	Does not know how to create project offices to implement technological, organizational and marketing innovations
	methods for effective selection of qualified specialists for a media enterprise	Has a high level of knowledge of methods for the effective selection of qualified personnel media enterprise specialists	Has a good knowledge of methods for the effective selection of qualified personnel media enterprise specialists	Does not have sufficient knowledge of methods for the effective selection of qualified specialists media enterprise specialists	Does not know the methods of effective selection of qualified specialists for a media enterprise
	Be able to:				
	use methods for forming a media project team	At a high level, use methods of formation media project teams	At a good level he knows how to use methods of formation media project team	Not good enough at using the methods of formation media project team	Doesn't know how to use methods for forming a media project team
	carry out selection	At a high level	At a good level	Not good enough	Can't implement

	qualified specialists and subcontractors to carry out projects	is able to select qualified specialists and subcontractors to perform projects	is able to select qualified specialists and subcontractors to perform projects	is able to select qualified specialists and subcontractors to carry out the project	selection of qualified specialists and subcontractors to carry out projects
	solve problems in developing concepts for media projects using information systems	At a high level, he is able to solve problems in developing concepts for media projects using information systems	At a good level, he is able to solve problems in developing concepts for media projects using information systems	Not good enough at solving problems in developing concepts for media projects using information systems	Does not know how to solve problems in developing concepts for media projects using information systems
	Own:				

	terminology in the field of project management in the media sphere	Has a high level of knowledge of terminology in the field of project management in media sphere	Has a good command of terminology in the field of project management in media sphere	Does not have a good command of the terminology in the field of project management in the field of diasphere	Does not have a working knowledge of the terminology in the field of project management in the media sphere
	methods for analyzing the suitability of subcontractors for the implementation of information technology projects	Has a high level of proficiency in methods for analyzing the suitability of subcontractors for implementation projects information technology	Has a good command of methods for analyzing the suitability of subcontractors for the implementation of projects for the implementation of information technologies	Does not have a good enough command of methods for analyzing the suitability of subcontractors for the implementation of information technology projects	Does not have knowledge of methods for analyzing the suitability of subcontractors for the implementation of information technology projects
	skills in solving problems related to organizing enterprise media communications	Has a high level of skills in solving problems related to organizing the activities of structural divisions, and in selecting qualified specialists and subcontractors for the implementation of projects	Has a good level of skills in solving problems related to organizing the activities of structural divisions, and in selecting qualified specialists and subcontractors for project implementation	Does not have sufficient skills in solving problems related to organizing the activities of structural divisions, selecting qualified specialists and subcontractors to carry out projects	Does not have the skills to solve problems related to organizing the activities of structural divisions, or to select qualified specialists and subcontractors to carry out projects

PC-3.2	Know:				
	rules and principles for the formation of a corporate culture of a media enterprise, media structure, or media project	Has a high level of knowledge of the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project	Has a good knowledge of the rules and principles of forming a corporate culture of a media enterprise, media structure, or media project	Does not have a sufficient knowledge of the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project	Does not know the rules and principles of forming the corporate culture of a media enterprise, media structure, or media project
	methods of building business communications in the media business	Has a high level of knowledge of methods for building business communications in the media business	Has a good knowledge of business team building methods. communications in the media business	Doesn't know the methods of building business communications in the media business well enough	Does not know the methods of building business communications in the media business

	ways to improve the use of organizational resources to increase the effectiveness of media communications	Has a high level of knowledge of ways to improve the use of organizational resources to increase the effectiveness of the organization.	Has a good knowledge of ways to improve the use of organizational resources to increase the effectiveness of the media communications	Does not have sufficient knowledge of ways to improve the use of organizational resources to increase media effectiveness communications	Does not know ways to improve the use of organizational resources to increase the effectiveness of media communications
	Be able to				
	organize events in demand by society and industry aimed at supporting the development of the corporate culture of a media enterprise, media structure, or media project	Successfully organizes events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	At a high level, he is able to organize events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Not good enough at organizing events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not know how to organize events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project
	Implement internal corporate communications technologies	At a high level, he is able to implement technologies of internal corporate communications.	At a good level, he knows how to implement technologies of internal corporate communications.	Not good enough at implementing internal corporate communication technologies	Does not know how to implement internal corporate communications technologies
	Own:				
	skills in organizing the creation of events in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Has a high level of skills in organizing and creating events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Has a good level of skills in organizing and creating events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not have sufficient skills in organizing the creation of events that are in demand by society and the industry, aimed at supporting the formation of the corporate culture of a media enterprise, media structure, or media project	Does not know how to apply modern achievements and information technologies in the field of project management activities

	use methods for developing organizational structures and information management systems when creating a media project	At a high level, he is able to use methods for developing organizational structures and information management systems when building of the media project	At a good level, he knows how to use methods for developing organizational structures and information management systems when building of the media project	Not good enough at using methods for developing organizational structures and information management systems when creating Research Institute of Media project	Does not know how to use methods for developing organizational structures and information management systems when creating a media project
	use methods for developing organizational structures and information management systems when creating a media project	At a high level, he is able to use methods for developing organizational structures and information management systems when creating a media project	At a good level, he knows how to use methods for developing organizational structures and information management systems when creating a media project	Not good enough at using methods for developing organizational structures and information management systems when creating a media project	Does not know how to use methods for developing organizational structures and information management systems when creating a media project

**Results of the defense of FQWs** are determined by the grades “excellent”, “good”, “satisfactory”, “unsatisfactory” and are announced on the day of the defense of the FQW after the minutes of the meetings of the state certification commission have been drawn up in the established manner and the record books have been filled out.

An "excellent" grade is awarded to a master's student if the structure of the FQW corresponds to the department's assignment and the typical structure of FQW, and is distinguished by its in-depth sections. When covering these sections, the student demonstrates a thorough and systematic knowledge of all program material, presents the material of the FQW comprehensively, consistently, clearly, and logically, is able to closely link theory with practice, has no difficulty answering modified questions posed by members of the state examination committee, correctly justifies the decisions made in the FQW, and demonstrates fluency in scientific language and terminology of the relevant scientific field.

A "good" grade is awarded to a master's student if the structure of the FQW corresponds to the departmental assignment and the standard structure of FQW, both of which are covered to the required extent. When covering these assignments, the student demonstrates knowledge of all program material, freely presents the material of the FQW, is able to connect theory with practice but experiences difficulty answering modified questions posed by members of the state examination committee. The solutions adopted in the FQW are justified, but contain inaccuracies in the calculations. The student demonstrates proficiency in the scientific language and terminology of the relevant scientific field but has difficulty answering modified questions. The student encounters minor difficulties in using the material covered when justifying the decisions made.

A "satisfactory" grade is awarded to a master's student if the structure of the FQW corresponds to the department's assignment and the standard FQW structure. The student has a fragmentary knowledge of the material presented in the FQW, demonstrates knowledge of the most important sections of the theoretical course of the mastered disciplines and the content of the lecture courses, but has not mastered its details, makes inaccuracies, uses inaccurate wording, lacks logical consistency in the presentation of the program material, and experiences difficulty answering questions posed by members of the state examination committee.

A grade of "unsatisfactory" is given to a master's student if the student does not have a command of the presented material, makes significant errors, is uncertain or has great difficulty explaining the calculations presented in the FQW, and demonstrates an inability to answer questions asked by members of the state examination committee.

### **3 Methodological materials defining the procedure assessments results of completing the educational program**

The assessment sheet for students' mastery of competencies (development of competencies) based on the results of completing the educational program of the master's

degree in the field of 38.04.02 Management, completed by members of the state examination committee (SEC) during SFC (defense of the FQW) of students, is given in Appendix 1.

The Secretary of the State Examination Commission, on the basis of a certificate on the content and results of completing the educational program of the Master's degree in the field of 38.04.02 Management, issued by the Directorate of the Institute, enters into the evaluation sheets of the chairman and members of the State Examination Commission an assessment of the level of formation of competencies, the assessment of which was in the process of completing the educational program (in accordance with Table 3).

During the state final certification, the chairman and members of the State Examination Commission evaluate the results of completing the educational program and the degree of formation of the graduate's competencies (Appendix 2), determine the grade (the average value of all grades) in points and its verbal expression (Appendix 3).

Based on the evaluation sheets of the chairman and members of the State Examination Commission, a summary evaluation sheet is compiled (Appendix 4) and the final assessment is determined.

#### **4 Control assignments or other materials necessary for assessing the results of completing the educational program**

##### **Approximate topics of the FQW in the field of training "Media Project Production and Game Design"**

1. Producing a new media format for the Russian regional media market: concept justification and implementation plan.
2. A strategy for positioning and promoting an author's media project in Russian platform ecosystems.
3. Digital media product lifecycle management in the Russian media and gaming industry.
4. Producer practices for managing a creative team in media and gaming projects.
5. Managing contractors and outsourcing in media production and game development in the Russian context.
6. Producing a documentary web series for Russian audiences and digital platforms.
7. Producing branded content and integrations into media projects, taking into account Russian realities.
8. Developing a media brand on social media and video platforms in Russia through content portfolio management.
9. Managing the creative process in the development of a media project and game concept based on quality criteria.
10. Producer's assessment of the commercial potential of a gaming project on the Russian market.

11. Monetization of media products and games in Russia and the choice of a management model in the context of platform restrictions.
12. Anti-crisis and reputational management of a media project and a gaming project in the Russian public space.
13. Producing an interactive educational media product with gamification elements for a Russian audience.
14. Producing a podcast as a media project and managing the production cycle, content, and metrics.
15. Producing original content for Russian online cinemas and digital platforms.
16. Managing editorial planning of a multimedia project and evaluating content effectiveness.
17. Cross-platform distribution of media products in Russia, partnership management, and performance metrics.
18. Quality management in media production and game development through regulations, reviews, and acceptance checklists.
19. Producing a community around a media project or game and managing audience engagement.
20. Preparing and conducting a media or gaming project pitch for partners and investors in Russia.
21. Producing a game project as a creative product based on calendar-resource planning and risk management.
22. Research of the game audience in the Russian market and managerial application of the results in concept and promotion.
23. Portfolio management in a small media and games studio and criteria for selecting promising concepts.
24. Producing seasonal content and live-ops in the gaming industry and managing retention metrics.
25. Organizing interaction between the producer, game designer, and marketing during game development in Russian conditions.
26. Promoting an indie game on the Russian market and preparing a communications strategy and media plan.
27. Economic justification of game development and construction of budgets, scenarios and financial risks.
28. Legal and reputational risks in media and gaming projects and compliance practices.
29. Producing a transmedia project based on intellectual property and commercialization strategy.
30. Managing partnerships and sponsorship integrations in media projects and games and evaluating their effectiveness.
31. Conceptual design of the game user interface as a management task of setting requirements and quality criteria.
32. Managing the creation of a design system for a digital media product or game and ensuring consistency.

33. Organizing user research and interface testing in a media project or game and making management decisions.

34. Producer management of the redesign of a digital media service or gaming product and evaluation of the impact of changes.

35. Implementation of interface accessibility requirements in a digital media product or game and quality management.

36. Managing user experience and content in a news media product with elements of interactivity and gamification.

37. Designing a user experience metrics system for a media project or game and a data-driven improvement cycle.

38. Producing an interactive exhibition or museum media project with game mechanics for a Russian audience.

39. Producing a regional cultural media project with game elements and assessing its social impact.

40. A production strategy for import-independent media content production and game development in Russian conditions.

**Typical questions asked during defense (example):**

1. What is the main idea and novelty of your media project/game product?
2. What key audience issues or needs did you seek to address in your work?
3. How did you justify your choice of target audience and what methods did you use to analyze it?
4. What similar products and competitors did you consider, and what are the advantages of your project compared to them?
5. What game mechanics or media decisions are key and why did you choose them?
6. How did you balance the creative concept and technical feasibility of the project?
7. What research methods did you use and what were the main findings?
8. What is the project's business model and what tools are planned for its monetization?
9. What risks did you identify during the project's implementation and what methods did you propose to minimize them?
10. What are the development prospects for your project and the possibilities for its scaling?

## Appendix 1 to AM SFC

ASSESSMENT SHEET for SFC  
of competencies based on the results of completing the educational program of the master's degree  
in field of training 38.04.02 Management  
Academic program: Media Project Production and Game Design

\_\_\_\_\_  
(Surname, First Name, Patronymic (if any) of the student)

Item No.	Planned results of completing the educational program		Level assessment (Yes/No)
	Code	Competence being developed	
1.	UK-1	Capable of carrying out a critical analysis of problematic situations based on a systems approach and developing an action strategy	
2.	UK-2	Capable of managing a project at all stages of its life cycle	
3	UK-3	Able to organize and manage the work of a team, developing a team strategy to achieve the set goal	
4	UK-4	Able to use modern communication technologies, including in foreign language(s), for academic and professional interactions	
5	UK-5	Able to analyze and take into account cultural diversity in the process of intercultural interaction	
6	UK-6	Able to identify and implement priorities for one's own activities and ways to improve them based on self-assessment	
7	OPK-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	
8	OPK-2	Able to apply modern data collection techniques and methods, advanced methods of processing and analysis, including the use of intelligent information and analytical systems, when solving management and research problems	
9	OPK-3	Able to independently make informed organizational and managerial decisions, evaluate their operational and organizational effectiveness, social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment	
10	OPK-4	Capable of managing project and process activities within an organization using modern management practices, leadership and communication skills, identifying and assessing new market opportunities, developing strategies for the creation and development of innovative areas of activity and corresponding business models of organizations	
11	OPK-5	Able to generalize and critically evaluate scientific research in management and related fields, and carry out research projects	
12	PK-1	Capable of developing new digital formats for media and gaming products and producing creative pilot projects	
13	PK-2	Capable of creating a production plan for a media and gaming project	
14	PK-3	Able to organize and coordinate work, manage, make complex management decisions in a rapidly changing environment, and control the activities of subordinates	
<b>Final assessment</b>	<b>Expression</b> in points		
	<b>Verbale</b> expressionse		

Chairman/member of the State Examination Commission \_\_\_\_\_

\_\_\_\_\_  
(signature) (full name, last name)

Secretary of the State Examination Commission \_\_\_\_\_

\_\_\_\_\_  
(signature) (full name, last name)

**Criteria and assessment scale for the State Final Attestation**

No.	Controlled indicators and composite parts of the State Final Attestation	Evaluation criteria	Code controlled competencies (or parts thereof). Focus: "Media Project Production and Game Design"	Indicators of formation	Score			
1	FQW	General characteristic work	UC-1, GPC-1, GPC-3, PC-3	1.1. The work contains new solutions or the work was completed at the request of the organization.	5			
				1.2. The work does not contain new solutions, and no previously unused data was used for them.	4			
				1.3. The proposed solutions have low efficiency.	3			
				1.4. The work contains significant errors	2			
2	FQW	Relevance topics	UC-1, GPC-1, PC-1	2.1. The relevance of the topic is convincingly substantiated and is linked to the actual needs of production, the satisfaction of which must be achieved at the present time. An analysis of modern scientific and technical approaches to the topic of the FQW is conducted, and problematic aspects that need to be developed are shown.	5			
				2.2. The relevance of the topic is substantiated, but no connection is shown to the actual needs of society that must be met at the present time. An analysis of scientific, technological, and technical approaches to solving the problem has been conducted, but the weaknesses of the technological and technical aspects that need to be developed are not highlighted.	4			
				2.3. The relevance of the development is unconvincingly justified by general, declarative statements. An analysis of the degree of study of the problem is replaced by a list of provisions already in production.	3			
				2.4. The relevance of the topic is not justified	2			
3	FQW	Compliance requirements to the contents of the FQW	UC-1, UC-3, GPC-4, PC-2	3.1. Clarity of the formulation of the necessary development elements (object, subject, goal, objectives, theoretical (methodological) basis of the solution, methods, experience of practical use)				
				3. 2. Adequacy and sufficiency of information sources (completeness and novelty of the scientific literature used, use of reference books, monographs and publications in scientific periodicals)				
				3. 3. The presence of a critical analysis of existing approaches to solving the problem or practical task being solved				
				3.4. Logicity of presentation (the presence of logical connections both within and between sections of the work)				
				3.5. Availability of conclusions on sections of the work and a summary of the obtained results in the conclusion of the work				
				3.6. Ensuring clarity of the FQW results (visualization of information through the use of drawings, diagrams, tables, graphs, charts, algorithms, etc.)				
				For points 3.1-3.6, the assessment is carried out using the following system:				
				Fully satisfies the requirement	5			
				Partially satisfies the requirement	4			
				Basically satisfies the requirement	3			
Basically satisfies the requirement	2							
4	FQW	Quality design work	UC-2, GPC-2, PC-1, PC-2	4.1. Full compliance with local regulations	5			
				4.2. Minor deviations from the requirements of local regulations	4			
				4.3. Significant deviations from the requirements of local regulations	3			
				4.4 The requirements of local regulations are mostly not met	2			
5	FQW	Used methods and tools	UC-4, GPC-2. PC-1	5.1. Use of original methods and tools with proprietary elements. Justification of the feasibility of using this toolkit.	5			

6	FQW	Achieved results	UC-5, GPC-3, GPC-5, PC-3	6.1 The proposed solutions and developments can be recommended for implementation and/or there is a convincing justification for the practical significance of the results obtained	5
				6.2. The obtained results can be used in production and/or training.	4
				6.3. The results of the FQW are of a general nature, their practical significance is not clear, there are comments on the appropriateness of the proposed solutions.	3
				6.4. The results of the FQW are incomplete, erroneous, or do not allow for a positive result to be obtained in practical use.	2
7	FQW	Presentation of results work	UC-5, GPC-2, GPC-5, PC-1	7.1. Compliance with established regulations, fluent knowledge of the material, logical presentation of the report, rhetorical skill, use of modern information technologies to present the results of the work.	
				Item 7 is evaluated	
				Fully satisfies the requirement	5
				Partially satisfies the requirement	4
				Basically satisfies the requirement	3
8	FQW	Approbation results, used to solve tasks of the FQW	UC-5, GPC-5, PC-1, PC-3	8.1. There are scientific publications or documented positive results of implementation in production	5
				8.2. There are currently no publications in the scientific press, but the production process has positive characteristics.	4
				8.3. There are currently no publications in the scientific press; the proposed solutions are outdated.	3
				8.4. Testing of the solutions used in the FQW cannot be recommended due to their low level of development.	2
9		Grade manager	UC-5, UC-6, GPC-3, PC-1, PC-2, PC-3	9.1. No comments	5
				9.2. There are some minor comments	4
				9.3. Material comments	3
				9.4. The comments are of a fundamental and very significant nature.	2
10		Grade reviewer	UC-5, UC-6, GPC-3, PC-1, PC-2, PC-3	10.1. No comments	5
				10.2. There are some minor comments	4
				10.3. Material comments	3
				10.4. The comments are of a fundamental and very significant nature.	2
11	FQW	Answers to questions from members State Examination Commission	UC-5, UC-6, GPC-3, PC-1, PC-2, PC-3	11.1. Answers are complete and exhaustive	5
				11.2. Minor difficulties in answering	4
				11.3. Significant difficulties in answering	3
				11.4. The answers demonstrate significant gaps, errors, and misunderstandings of professional issues.	2

No.	Full name	Evaluation indicators									Final assessment
		General characteristic work	Relevance of the topic	Compliance requirements to the contents of the FQW	Quality of design work	Used methods and tools	Achieved results	Presentation results work	Testing the results, used for solving problems of scientific research	Grade manager	
1											
2											
3											
4											

## Application 4 to AM SFC

### SUMMARY ASSESSMENT SHEET results of completing the master's degree program field of training 38.04.02 Management during SFC

\_\_\_\_\_  
(Surname, First Name, Patronymic (if any) of the student)

Composition of the commission		Grade	Verbal expression	Signature
Chairman of the State Examination Commission	Surname N.P.			
Members of the State Examination Commission	Surname N.P.			
	Surname N.P.			
	...			
Final assessment				

Chairman of the State Examination Commission \_\_\_\_\_

\_\_\_\_\_  
(signature) (full name, last name)

Secretary of the State Examination Commission \_\_\_\_\_

\_\_\_\_\_  
(signature) (full name, last name)