



**SAINT-PETERSBURG
STATE UNIVERSITY
OF ECONOMICS**

Application of a practice-oriented approach in the educational activities of UNECON

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*The main goal of applying a practice-oriented approach in the framework of educational activities is the formation of **University's educational ecosystem including activities in various areas** where the key participants are students, teaching staff, and employers.*

Key principles of the ecosystem :

- 1. Continuity;**
- 2. Openness and transparency;**
- 3. Systematic;**
- 4. Flexibility.**





The main tasks of applying a practice-oriented approach in educational activities:

- the development of new models of interaction aimed at improving the quality of human capital in different sectors of economy;
- improving resource support for educational programs in the university;
- ensuring social responsibility of business in solving joint problems at federal and regional levels;
- increasing the level of students` attractiveness and the participation of employers in students professional development;
- development of students` loyalty to employers that patronize their professional growth.

Patronage by representatives of the labor market of students' professional growth

Educational Program

Internship

Participation of employers in
educational program



Professional individual trajectory

Additional
education

Professional
internships for
students

Networking with
regional partner
companies

Project
activities



Elements of the University's Educational Ecosystem

Programs

**Professional Internships for
Students and Teaching Staff**

Electronic Portfolio

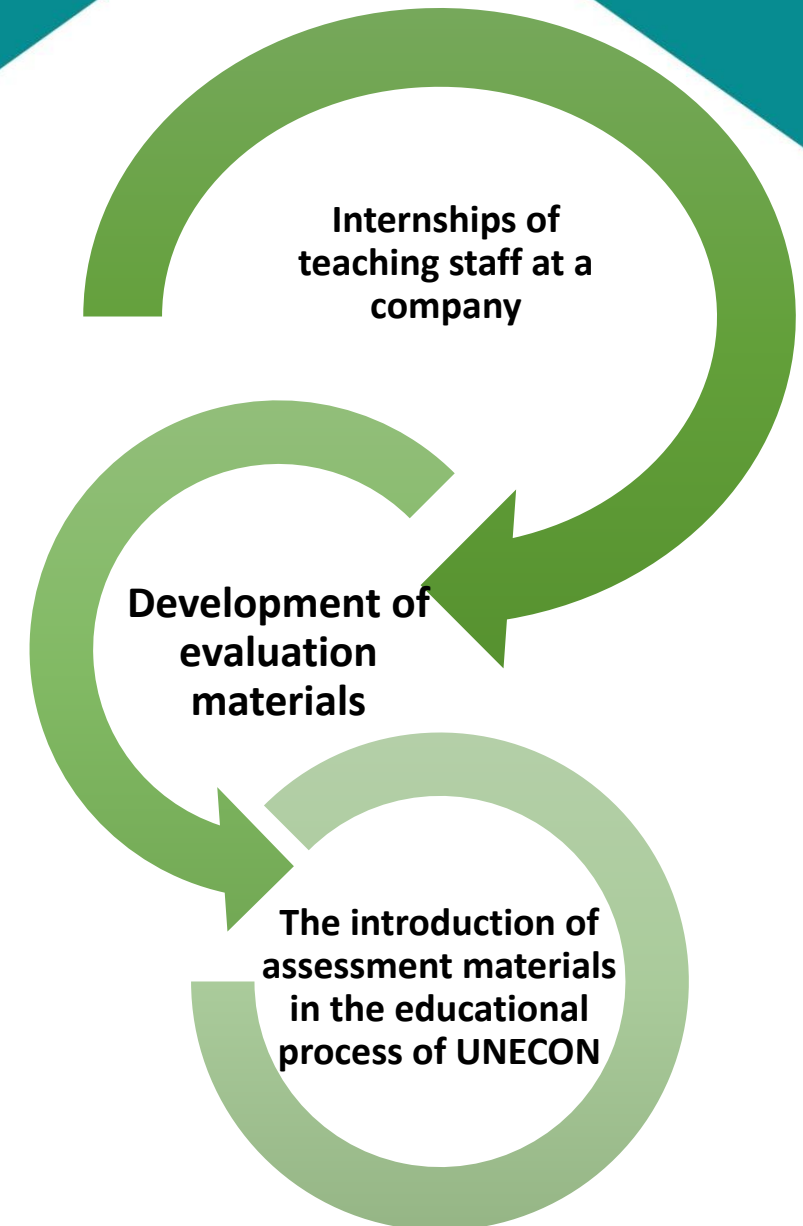
Regular Career Events

Recruiting Online Platforms

**Advanced Training
Programs**



Professional Internships of Teaching Staff



UNECON Career Week - 2018



- 5 days of lectures, master classes, express interviews and career guidance events from partner organizations and leading experts;



- Employer of the Year Award;
- More than 100 participants from leading Russian and international companies, state authorities and state enterprises;
- More than 2,000 students took part in UNECON Career Week.





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Participation in the development of recruiting online platforms

Студентор

Internet portal “Studetor” - joint project by the St. Petersburg Committee for Labor and Employment and UNECON, aimed at facilitating the employment of students, as well as helping them to find places for.



Правительство Санкт-Петербурга
(Комитет по труду и занятости
населения Санкт-Петербурга)



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Всеобщая
Молодёжная
Ассамблея

Index Rating System

Participation in the Ukhta State Technical University project on the creation of the Interuniversity Index-Rating System for Evaluating Students as Future Employees of Gazprom.



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WWW.UNECON.RU

**Joint Advanced Training Program
aimed at developing communication skills among students
“Alpha Skills: communications on the financial markets”**



- Selection of the student through jointly developed career counseling testing
- Series of master classes developed jointly by teaching staff of UNECON and Alfa-Bank business trainers
- Formation of project groups from students and teachers as curators of project groups to solve real business cases from the bank's practice (mortgage, foreign trade activities, VIP clients)
- Special case for students of the “Marketing” and “Advertising” areas: marketing promotion and coverage of the program implementation process in social networks and the Internet
- Presentation of business case solutions for experts from the leadership of Alfa Bank and UNECON, rewarding of the best participants, implementation of business cases in the educational process



Eight educational programs of UNECON passed professional public accreditation



High assessment of the quality of educational programs of UNECON and their full compliance with professional standards and the requirements of the professional community;

Confirmation of the quality of educational programs is carried out by highly qualified experts, representatives of the labor market;

Guaranteed use by graduates of UNECON their professional knowledge and skills obtained in the framework of mastering the educational program in practical activities.



Effectiveness of applying a practice-oriented approach in educational program

1. Increasing student employment rates.
2. Improving the quality of students internship.
3. The implementation of cases and situational tasks in the educational process in the form of evaluation tools.
4. Promotion of the project approach as part of the educational program.
5. The development of continuing education among students and teachers.
6. The formation of individual trajectories of professional development of students.



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THANK YOU FOR ATTENTION!

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