

AN EXAMPLE OF PRACTICAL WORK IN A SEMINAR CLASS

The group of students is divided into 5 teams of 5-6 people, one of which is the Head. Each team selects the company to use as an example to complete the task.

The order of the task:

1. *Conduct a simulation of the company's activities.* At the same time, it is necessary to focus on modeling the internal environment of the enterprise. In particular, you should define:

- the scope of the company's activities: commercial, industrial, construction, transport, repair, energy sales, engineering, etc.,
- the scale of the company's activities (large, medium, small);
- assortment (nomenclature) and the dynamics of product sales;
- the organizational structure of management (linear, functional, linear-functional, matrix, etc.);
- the number of personnel and the main characteristics of personnel policy (the share of administrative and managerial personnel, the average age of employees, staff turnover, level of education, average salary, etc.);
- the financial position of the enterprise (provide and characterize the main financial indicators showing the liquidity, solvency, financial stability, business activity, profitability and profitability of the enterprise);
- the state of the enterprise infrastructure (the amount of fixed assets, the degree of deterioration of buildings, structures, equipment, equipment of workplaces, the level of technologies used, etc.);
- specific factors that are significant in the activities of the enterprise selected by the student for modeling.

2. *Evaluate the existing core business areas of your company, identify the main stakeholders.*

3. *Formulate the mission of your chosen company.*

4. *Formulate goals for your chosen company* (long-term, medium-term and short-term).

5. On the basis of the formulated mission, taking into account the characteristics and features of the company's activities, develop goals in the field of finance, marketing, personnel, and market functioning.

The results of the completed task should be issued in the form of a report on the selected enterprise.

The report should contain: a description of the company's activities and size, a description of the main business lines, a statement of the company's mission, long - term, medium-term, short-term goals, as well as goals in the field of finance, marketing, personnel, etc.

The task ends with the speeches of each team defending the developed mission and goals of the organization in front of the students and the teacher, who can ask questions and subsequently approve or reject the proposed developments.