



MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational Institution of Higher Education
"Far Eastern Federal University"
(FEFU)
INSTITUTE OF LIFE SCIENCES AND BIOMEDICINE (SCHOOL)

APPRAISAL FUND

in the discipline "Marketing and merchandising"

Vladivostok 2023

The list of forms of assessment used at various stages of the formation of competencies during the development of the discipline "Marketing and merchandising"

No p/n	Supervised sections/topics of the discipline	Code and the name of the indicator accomplishments	Learning Outcomes	Evaluation tools *	
				Current control	Intermediate certification
1	Section 1. Introduction to the discipline.	PC-6.5 Carries out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization	Knows the theoretical foundations of pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Knows how to carry out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Possesses the skills of pre-sale preparation, organizes and conducts the display of medicines and goods of the pharmacy assortment in the trading floor and (or) showcases of the departments of the pharmacy organization	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9; PR-10; PR-11	

		PC-10.1. Able to plan the activities of a pharmaceutical organization	Knows the activities of a pharmaceutical organization Knows how to plan the activities of a pharmaceutical organization Possesses the skills to plan the activities of a pharmaceutical organization	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	
		PC-10.2. Organizes the work of the personnel of the pharmaceutical organization	Knows the work of the staff of a pharmaceutical organization Knows how to organize the work of the staff of a pharmaceutical organization Possesses the skills of organizing the work of the personnel of a pharmaceutical organization	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	
2.	Section 2. Merchandising in a pharmacy	PC-6.5 Carries out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization	Knows the theoretical foundations of pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Knows how to carry out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or)	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	

			<p>showcases of the departments of the pharmacy organization</p> <p>Possesses the skills of pre-sale preparation, organizes and conducts the display of medicines and goods of the pharmacy assortment in the trading floor and (or) showcases of the departments of the pharmacy organization</p>		
		PC-10.1. Able to plan the activities of a pharmaceutical organization	<p>Knows the activities of a pharmaceutical organization</p> <p>Knows how to plan the activities of a pharmaceutical organization</p> <p>Possesses the skills to plan the activities of a pharmaceutical organization</p>	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	
		PC-10.2. Organizes the work of the personnel of the pharmaceutical organization	<p>Knows the work of the staff of a pharmaceutical organization</p> <p>Knows how to organize the work of the staff of a pharmaceutical organization</p> <p>Possesses the skills of organizing the work of the personnel of a pharmaceutical organization</p>	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	
3.	Section 3. Marketing in the pharmacy	PC-6.5 Carries out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and	<p>Knows the theoretical foundations of pre-sale preparation, organizes and conducts the display of medicines and</p>	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	

		(or) showcases of the departments of the pharmacy organization	pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Knows how to carry out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Possesses the skills of pre-sale preparation, organizes and conducts the display of medicines and goods of the pharmacy assortment in the trading floor and (or) showcases of the departments of the pharmacy organization		
		PC-10.1. Able to plan the activities of a pharmaceutical organization	Knows the activities of a pharmaceutical organization Knows how to plan the activities of a pharmaceutical organization Possesses the skills to plan the activities of a pharmaceutical organization	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	
		PC-10.2. Organizes the work of the personnel of the pharmaceutical organization	Knows the work of the staff of a pharmaceutical organization Knows how to organize the work	UO-1; UO-2; UO-3; UO-4; PR-1; PR-2; PR-4; PR-9;PR-10;PR-11	

			of the staff of a pharmaceutical organization Possesses the skills of organizing the work of the personnel of a pharmaceutical organization		
4.	Credit	PC-2.2 Carries out the conduct of the technological process in the industrial production of medicines	Knows the theoretical foundations of the technological process in the industrial production of medicines Knows how to carry out the technological process in the industrial production of medicines Possesses the skills of conducting the technological process in the industrial production of medicines	-	PR-1
		PC-6.5 Carries out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization	Knows the theoretical foundations of pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Knows how to carry out pre-sale preparation, organizes and conducts the display of medicines and pharmacy	-	PR-1

			assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Possesses the skills of pre-sale preparation, organizes and conducts the display of medicines and goods of the pharmacy assortment in the trading floor and (or) showcases of the departments of the pharmacy organization		
		PC-10.1. Able to plan the activities of a pharmaceutical organization	Knows the activities of a pharmaceutical organization Knows how to plan the activities of a pharmaceutical organization Possesses the skills to plan the activities of a pharmaceutical organization	-	PR-1
		PC-10.2. Organizes the work of the personnel of the pharmaceutical organization	Knows the work of the staff of a pharmaceutical organization Knows how to organize the work of the staff of a pharmaceutical organization Possesses the skills of organizing the work of the personnel of a pharmaceutical organization	-	PR-1
5.	Exam	PC-2.2 Carries out the conduct of the technological process in the	Knows the theoretical foundations of the technological process in the industrial	-	PR-1

		<p>industrial production of medicines</p>	<p>production of medicines Knows how to carry out the technological process in the industrial production of medicines Possesses the skills of conducting the technological process in the industrial production of medicines</p>		
		<p>PC-6.5 Carries out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization</p>	<p>Knows the theoretical foundations of pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Knows how to carry out pre-sale preparation, organizes and conducts the display of medicines and pharmacy assortment goods in the trading floor and (or) showcases of the departments of the pharmacy organization Possesses the skills of pre-sale preparation, organizes and conducts the display of medicines and goods of the pharmacy</p>		<p>PR-1</p>

			assortment in the trading floor and (or) showcases of the departments of the pharmacy organization		
		PC-10.1. Able to plan the activities of a pharmaceutical organization	Knows the activities of a pharmaceutical organization Knows how to plan the activities of a pharmaceutical organization Possesses the skills to plan the activities of a pharmaceutical organization		PR-1
		PC-10.2. Organizes the work of the personnel of the pharmaceutical organization	Knows the work of the staff of a pharmaceutical organization Knows how to organize the work of the staff of a pharmaceutical organization Possesses the skills of organizing the work of the personnel of a pharmaceutical organization		PR-1

*Recommended forms of evaluation tools:

1) interview (MA-1), colloquium (MA-2); report, report (MA-3); round table, discussion, controversy, dispute, debate (MA-4); etc.

2) tests (PR-1); tests (PR-2), essays (PR-3), essays (PR-4), term papers (PR-5), scientific and educational reports on practices (PR-6); laboratory work (PR-7); portfolio (PR-8); project (WP-9); business and/or role-playing game (PR-10); case problem (PR-11); workbook (PR-12), etc.

3) simulator (TS-1), etc.

Scale for assessing the level of achievement of learning outcomes for current and intermediate certification in the discipline
"Marketing and merchandising"

<i>Points (rating score)</i>	<i>Levels of achievement Training</i>		<i>Requirements for formed competencies</i>
	<i>Current and intermediate certification</i>	<i>Intermediate certification</i>	
<i>100 – 86</i>	<i>Increased</i>	"credited" / "Excellent"	Freely and confidently finds reliable sources of information, operates with the information provided, has excellent skills in analyzing and synthesizing information, knows all the basic methods of solving problems provided by the curriculum, knows typical mistakes and possible difficulties in solving a particular problem and is able to choose and effectively apply an adequate method for solving a specific problem. Trouble
<i>85 – 76</i>	<i>Base</i>	"credited" / "Good"	In most cases, he is able to identify reliable sources of information, process, analyze and synthesize the proposed information, choose a method for solving the problem and solve it. Makes single serious mistakes in solving problems, experiences difficulties in rare or complex cases of problem solving, does not know typical mistakes and possible difficulties in solving one or another Trouble
<i>75 – 61</i>	<i>Threshold</i>	"credited" / "Satisfyingly "	Makes mistakes in determining the reliability of sources of information, is able to correctly solve only typical, most common problems in a specific area (process information, choose a method for solving a problem and solve it)
<i>60 – 0</i>	<i>Level Not reached</i>	"not credited" / "Dissatisfied"	He does not know a significant part of the program material, makes significant mistakes, hesitantly, with great difficulty, performs practical work.

Current certification in the discipline "Marketing and merchandising"

The current certification of students in the discipline "Marketing and Merchandising" is carried out in accordance with the local regulations of FEFU and is mandatory.

Current certification in the discipline is carried out in the form of control measures (essay defense and testing; interview, colloquium

incoming control; project; business game "Own game"; case tasks) to assess the actual learning outcomes of students and is carried out by the leading teacher.

For each object, a description of the evaluation procedures is given in relation to the appraisal tools used.

Assessment tools for ongoing control

1. Interview questions (colloquium, report, message, round table, etc.):

1. Turnover. Factors influencing turnover.
2. Stages of sales.
3. Portrait of the buyer. Types of temperaments.
4. Packing. Definition, types, functions. Packaging design, functions.
5. Assortment of goods. Nomenclature. The life cycle of drugs.
6. Goals and objectives of the trading floor. Display of goods in the pharmacy.
7. Merchandising rules.
8. Merchandising techniques. Examples.
9. The history of merchandising. Profession: merchandiser
10. Definition of marketing and merchandising. Marketing tasks. Means of merchandising.
11. Definition of the concepts of "Need", "Need", "Demand".
12. Advertising. Its task and types
13. Definition of the concepts of "Ethics" and "Deontology". Features of pharmaceutical deontology
14. Sections of pharmaceutical deontology. Sales Ethics
15. Building a business plan

Requirements for the presentation and evaluation of materials (results):

The student must express and argue his opinion on the formulated problem, accurately defining its content and components.

No factual errors related to understanding the problem.

2. Sample topics of essays (essays, reports, messages)

Purpose: The main purpose of the essay is to consolidate, deepen and generalize the

knowledge gained by students during their studies, as well as to develop the ability to independently apply this knowledge to solve specific problems.

Topic 1.The history of merchandising.

Topic 2.Profession merchandiser.

Topic 3. Merchandising rules.

Topic 4.Features of merchandising in pharmacies

Topic 5.Properties and illusions of perception.

Topic 6.The role of packaging in the choice of goods by the buyer.

Topic 7.Features of the layout of food groups of goods.

Topic 8.Features of the layout of non-food groups of goods.

Topic 9.How to arouse interest and draw attention to the product.

Topic 10.Features of customer behavior on the trading floor.

Topic 11.Designing a shopping area.

Topic 12.Design of a retail pharmacy.

Topic 13.Basic concepts of product presentation.

Topic 14.Classification of POS advertising tools and materials.

Topic 15.Shop window design.

Topic 16.Design and decoration of the façade.

Topic 17.The importance of pharmacy signage.

Topic 18.Decoration of the territory near the pharmacy as an element of merchandising.

Topic 19: The Future of Merchandising and POS Communications.

Topic 20.Trends in the development of merchandising in Russia and abroad.

Requirements for the content and structure of essays (abstracts, reports, messages):

The abstract should contain a sufficient number of footnotes. The text of the abstract should be typed in Times New Roman, 14, with single or one and a half line spacing. The A4 page setup should be standard. The total volume of the abstract should not be less than 10 or more than 15 pages.

Requirements for the presentation and evaluation of materials (results):

The abstract should show knowledge of the main processes of the subject area under study, the depth and completeness of the disclosure of the topic; possess the terminological apparatus; be able to explain the essence, phenomena, processes, events, draw conclusions and generalizations, give reasoned answers, give examples; demonstrate fluency in monologue speech, consistency and consistency of response; be able to give examples of modern problems of the field under study.

3. Approximate topics of a creative task, a group task

Purpose: Creative tasks are aimed at developing the creative potential of students associated with the skills of non-standard comprehension of the problem, with the generation of new ideas and the possibility of a multivariate solution. They activate creative imagination, contribute to the development of creativity.

Topic 1. Organization of external and internal communication means of merchandising.

Topic 2. Plan of the trading floor of the pharmacy organization.

Topic 3. Packaging design.

Topic 4. Drawing up a business plan for a pharmacy organization

Requirements for the defense of a creative task, a group task

The presentation of the material should be accurate, clearly express the thought of the authors; It should be logical, i.e. express thoughts consistently. The presentation at the defense should show how deeply the topic is understood, to what extent the research turned out to be independent, how broad the knowledge of the authors of the project in the discipline is.

Requirements for the presentation and evaluation of materials (results):

A group of students had to express their opinion on the formulated problem, argued it, accurately defining its content and components. Knowledge and proficiency in independent research work on the research topic must be demonstrated; methods and techniques of analysis of international political practice. No factual errors related to understanding the problem.

I. Intermediate certification in the discipline "Marketing and merchandising"
Intermediate certification of students. Intermediate certification of students in the discipline "Marketing and Merchandising" is carried out in accordance with the local regulations of FEFU and is mandatory.

Evaluation tools for intermediate control (offset)

1. Bank of test tasks

Typical test tasks

1. The product range is:
 - (a) A group of products that are closely related to each other by virtue of the similarity of their functioning, customers, distribution network or price range;
 - b) the totality of all assortment groups of goods and commodity units offered to buyers by a particular seller;
 - c) a group of goods offered by one company to the whole market;
 - d) the nomenclature of goods of the enterprise.

2. The quality of the goods is:
 - a) a set of necessary functional characteristics of the goods, which are recognized by consumers as mandatory;
 - b) the ability of the goods to perform their functional purpose;
 - c) the absence of visible defects in the goods.

3. The economic efficiency of advertising is determined by:
 - a) brightness and colorfulness of advertising;
 - b) the art of producing a psychological impact on people;
 - c) increase in sales of products after price increases;
 - d) increased fame of the company;
 - e) raising consumer awareness.

4. Indicate which definition of merchandising is most correct in modern conditions:
 - a) merchandising is the art of trade;
 - b) merchandising is a set of measures aimed at increasing sales in a pharmacy;
 - c) merchandising is the rules for the competent display of goods;
 - d) merchandising is the selection of such an assortment of goods that best meets the needs of customers;
 - e) merchandising is the creation of a unique atmosphere in the store that is attractive to visitors.

5. The most frequently visited part of the trading floor by customers is called

.....

6. The psychology of the buyer is most often taken into account when calculating:

- a) the retail price of consumer goods;
- b) the selling price for industrial products;
- c) production costs;
- d) moving price;
- e) break-even prices.

7. Layout means:

- a) maintaining the volume and assortment of goods;
- b) placement of trademarks on the shelves;
- c) horizontal and vertical arrangement of product blocks;
- d) all answers are correct.

8. The layout and design of goods depend on:

- (a) The type of retail outlet;
- b) the location of the retail outlet;
- c) the capabilities of the trading floor;
- d) the profile of buyers.

9. The sensual components of merchandising do not include:

- (a) Lighting;
- b) the use of colors and color combinations;
- c) smells;
- d) a combination of shapes and objects;
- e) service.

10. Is the following pattern of sales of goods on the shelves fair?

- upper shelves - 62%;
- middle shelves – 100%;
- lower shelves - 38%.

- a) yes;
- b) no.

11. Consumer goods shall be characterized by:

- (a) Distribution through a network of special stores;
- b) acquisition of a large amount of money;
- c) no need for additional consultations with the seller.

12. The concept of "product levels" reflects:

- a) the presence of several packages for the goods;
- b) the positions from which the characteristics of the goods are considered;
- c) the grade of the product, its quality.

13. Advertising the prestige of the store emphasizes:

- (a) An assortment of new products;
- b) an assortment of fashionable and profitable goods;
- c) informs that the store can provide the buyer with everything necessary.

14. The merchandiser's actions shall not include:

- a) assessment of the needs and demands of consumers;
- b) procurement planning;
- c) the purchase of goods and ensuring that consumers have access to them when and where they want it;
- d) motivating consumers to purchase goods available to them;
- e) increased brand competition.

15. Planogram is:

- a) display of goods on the shelves;
- b) work on the placement of goods on shelves and other means of display, and how to present them;
- c) a diagram made up of photographs or created on a computer, showing, where each commodity unit should be located.

16. Presentation as a stage of the sales cycle involves demonstrating:

- a) the conditions of production of the goods;
- b) the product and its advantageous qualities;
- c) marketing systems.

17. With a vertical layout, the goods are located:

- (a) Horizontally;
- b) in parallel;
- c) vertically.

18) Mark the correct sequence of impact on the buyer using the AIDA formula:

- A. Interest, attention, action, desire.
- B. Desire, interest, action, attention.
- C. Attention, desire, interest, action.
- D. Attention, interest, desire, action.

E. Desire, action, interest, attention.

19) Price-sensitive buyers can be stimulated by ...

- A. Prices.
- B. Image of a trading enterprise.
- V. Vendor brand.
- G. Discount card.
- D. Merchandising.

20) The most convenient area for selecting goods is the area of shelves located above the floor level at a height of ...

- A. 80-110 cm.
- B. 110-160 cm.
- B.- up to 80 cm.
- G. - over 180 cm.
- D. 170-180 cm.

21) POS - means of exterior design include:

- A. Facade signage
- B. Exhibition stands
- B. Pointers
- G. Wobblers
- E. Light structures

22) Presentation of goods by color scheme is advisable in stores:

- A. selling food products.
- B. wishing to present the goods in large quantities.
- B. selling non-food products for a wealthy category of consumers.
- D. trading in household goods.
- D. having a high margin on goods.

23) With the help of merchandising tools, you can:

- A. use price incentive techniques.
- B. increase turnover in the most profitable category of goods.
- B. Improve the quality of goods.
- D. avoid sudden changes in purchasing activity.
- D. to draw the attention of buyers to new brands.

24) Objectives of the manufacturer's merchandising:

- A. Increase the total profit of the store.

- B. Maintaining sales of private label products.
- C. Improvement of the store's assortment.
- D. Increasing the share of private label stocks in the store.
- E. Formation of the image of the store.

25) Basic merchandising procedures:

- A. Registration of the point of sale.
- B. Advertising in the media.
- C. Presentation of goods on the trading floor.
- D. Conducting a PR campaign for the store.
- E. Organization of special promotions (promotions, tastings).

26) The vertical display of goods shall provide for the placement of:

- A. Homogeneous goods along the entire length of the equipment.
- B. Demonstration of small goods in cassettes.
- C. Homogeneous goods in several rows from top to bottom.
- D. Goods on the walls.
- E. Goods at additional points of sale.

27) Presentation of goods by color scheme is advisable in stores:

- A. Traders in food products.
- B. Wishing to present the goods in large quantities.
- B. Selling non-food products for a wealthy category of consumers.
- D. Trading in household goods.
- D. Having a high margin on goods.

28) Properly designed and rationally placed price tags should:

- A. Match the size of the goods.
- B. Position exactly above the product.
- C. Be supplied by the manufacturer with the goods.
- D. Read without additional consultation of the seller.
- D. Be located exactly under the product.

29) With the help of merchandising, you can:

- A. Use price incentive techniques.
- B. Increase turnover in the most profitable category of goods.
- C. Improve the quality of goods.
- D. Avoid sudden changes in purchasing activity.
- D. To attract the attention of buyers to new brands.

30) In the store, with a clearly planned purchase, the buyer goes through the decision-making stages:

- A. Product Evaluation.
- B. Awareness of need.
- C. Purchase of goods.
- D. Information retrieval.
- E. Product Selection.

(31) At the "Persuasion and Evaluation" stage of the "Step by Step" theory, the marketer must influence the buyer:

- A. Introduce the product.
- B. Make you love the product.
- C. Draw attention to the product.
- D. Persuade to buy the product.
- E. Give information about the trademark.

32) Measures to stimulate sales personnel ...

- A. Motivation through material and moral incentives.
- B. Direct marketing.
- B. Training.
- G. Merchandising.
- A. Private labels.

33) Goods of a special assortment are goods in respect of which the consumer, even before the need arises ...

- A. A complete map of preferences is not available.
- B. There is a preference map.
- Q. There is a willingness to purchase any product from a number of well-known substitutes.
- D. There is no desire to purchase the most affordable product.
- E. There is a need to supplement the preference map.

34) Marketing communications in a retail trade enterprise include:

- A. Advertising Communications.
- B. Incentives for buyers.
- C. New product development.
- D. Stimulation of sales personnel.
- E. Assessment of the competitiveness of a trading enterprise.

35) Advertising communications of a retail trade enterprise include:

- A. Price incentives.
- B. Staff training.
- C. Point-of-sale advertising.
- D. Level of organizational culture.
- E. Exterior design of the retail trade enterprise.

36) Permanent advertising material includes:

- A. Inscriptions on windows and walls:
- B. Signage.
- C. Product layout.
- D. Flags.
- E. Calendars.

37) The ideological presentation of the goods involves:

- A. The presence of a branded stand.
- B. Taking into account the price category of the goods.
- In. Presentation of the attractive side of the product.
- D. Taking into account the homogeneity of the goods.
- E. Sale of furniture by samples.

38) To make it easier for the buyer to find the right product, it is necessary:

- A. Create visible blocks by brand.
- B. Place the product on the lower shelves.
- C. Attract the attention of the buyer to the "cold" area of the trading floor.
- D. Place the product above eye level.
- E. Use promotional materials.

39) Promotional advertising materials shall be used:

- A. A short period of time.
- B. Constantly.
- C. Long period of time.
- D. When conducting a general advertising campaign.

40) Establish the correspondence of the types of merchandising and their elements

Виды мерчендайзинга	Элементы мерчендайзинга			
	1.Правила общения	2.Маркировка товара	3.Взаимоотношения продавцов и покупателей	4.Упаковка
а) визуальный				
б) коммуникативный				

Requirements for the presentation and evaluation of materials (results):

A grade of "excellent" / "credited" is given to a student if he has deeply and firmly mastered the program material and correctly answered more than 86% of the questions, "good" - more than 71%, satisfactory - more than 60% of the questions, "unsatisfactory" - less than 60% of the questions.

Indicative list of valuation tools (OS)

No	Code	The name of the appraisal means	Brief description of the evaluation tool	Presentation appraisal funds in the fund
Oral questioning				
1	UO-1	Interview	A means of control, organized as a special conversation between the teacher and the student on topics related to the discipline being studied, and calculated to clarify the amount of knowledge a student on a particular section, topic, problem, etc.	Questions on topics/sections of the discipline
2	UO-2	Colloquium	A means of controlling the assimilation of educational material of a topic, section or sections of the discipline, organized as a training session in the form of an interview between the teacher and students	Questions on topics/sections of the discipline
3	UO-3	Report, report	The product of the student's independent work, which is a public speech on the presentation of the results obtained, the solution of a certain educational, practical, educational, research or scientific topic	Topics of reports, reports
4	UO-4	Round table, discussion, controversy, dispute, debate	Assessment tools that allow students to be included in the process of discussing a controversial issue, problem and assess their ability to argue their own point of view	List of discussion topics for a round table, discussion, controversy, dispute, debate
Written works				
1	PP-1	Test	A system of standardized tasks that allows you to automate the procedure for measuring the level of knowledge and skills Student	Test Task Fund
2	PP-2	Examination	A tool for testing the ability to apply the knowledge gained to solve problems of a certain type on a topic or section	A set of control tasks By variants
3	PR-3	Essay	A tool that allows you to assess the student's ability to present in writing the essence of the problem posed, independently analyze this problem using concepts and analytical tools of the relevant discipline, to draw conclusions summarizing the author's position on the problem posed	Essay topics

4	PP-4	Abstract	The product of the student's independent work, representing is a summary in writing of the results of the theoretical analysis of a certain scientific (educational and educational	Topics of essays
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			research) topics, where the author reveals the essence of the study problems, gives different points of view, as well as their own views on it	
5	PP-5	Coursework, course project	The product of the student's independent work, which is a summary in writing of the results of the theoretical analysis of a certain scientific (educational and research) topic, where the author reveals the essence of the problem under study, gives various points of view, as well as his own Views on it	Topics of term papers / projects, term paper plans works/projects, guidelines for writing CR and KP
6	PR-6	Laboratory Work	A tool for consolidating and practical mastering of the material for a specific section	A set of tasks for Laboratory work
7	PP-7	Abstract	The product of the student's independent work, reflecting the main ideas of the lecture, message, etc.	Sections of the discipline
8	PP-8	Portfolio	A targeted selection of the student's works, revealing his individual educational achievements in one or more several academic disciplines	Portfolio structure
9	PP-9	Project	The final product obtained as a result of planning and performing a set of educational and research tasks. It allows you to assess the ability of students to independently construct their knowledge in the process of solving practical problems and problems, navigate the information space and the level of formation of analytical, research skills, practical and creative thinking skills. Can be performed individually or by a group of students	Topics of group and/or individual projects
10	PP-10	Business and/or role-playing game	Joint activity of a group of students under the guidance of a teacher in order to solve educational and professionally oriented problems through game modeling of a real problem situation. Allows you to evaluate the ability to analyze and solve typical professional problems	Theme (problem), concept, roles and expected result for each game
11	PP-11	Case Study	A problem task in which the student is asked to comprehend the real professionally-oriented situation necessary to solve this problem	Tasks for solving case problems

12	PP-12	Workbook	Didactic complex designed for independent the work of the student and allows him to assess the level of assimilation of educational material	Sample workbook
13	PP-13	Multi-level tasks and tasks	There are tasks and tasks: a) reproductive level, allowing to assess and diagnose knowledge of factual material (basic concepts, algorithms, facts) and the ability to correctly use special terms and concepts, recognition of objects of study within a certain section of the discipline; b) reconstructive level, allowing to evaluate and diagnose the ability to synthesize, analyze, summarize factual and theoretical material with the formulation of specific conclusions, the establishment of cause-and-effect relationships; c) a creative level that allows you to evaluate and diagnose skills, integrate knowledge of various fields, and argue your own point of view	A set of multi-level tasks and tasks
14	PP-14	Cash-Graphic work	A tool for testing the ability to apply the acquired knowledge according to a predetermined methodology for solving tasks or tasks by module or the discipline as a whole	A set of tasks for performing the calculation graphic work
15	PR-15	Creative task	A partially regulated task that has a non-standard solution and allows you to diagnose skills, integrate knowledge of various fields, and argue your own point of view. It can be performed individually or by a group of students	Topics of group and/or individual creative tasks
Technical means				
1	TC-1	Simulator	Technical means that can be used to control the professional skills and abilities acquired by the student to manage a specific material object	A set of tasks for working on the simulator