MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION
National Research
TOMSK STATE UNIVERSITY

BASIC PROFESSIONA
STUDY PROGRAM OF
HIGHER EDUCATION

subject area

42.03.03 – Publishing

Specialization (profile)

Book Publishing

Qualification (Degree):

Bachelor's Degree

Full-time

Tomsk-2019

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1. General provisions

1.1. Objectives of the basic professional study program

The basic professional study program (BPSP) carried out by National Research Tomsk State University in subject area 42.03.03 *Publishing* and profile *Book Publishing* is a set of documents developed and approved by the University in accordance with the Regulations of the Basic Study Programs of Higher Education at National Research Tomsk State University taking into account the requirements of professional standards 06.009 *Specialist in Promotion and Distribution of Media Production*, 11.006 *Media Editor* and 11.013 *Graphic Designer* on the basis of the Federal State Educational Standard of Higher Education (FSES HE) / Independently Established Educational Standard of National Research Tomsk State University (IEES NR TSU) in the subject area and in view of the job market demand.

The BPSP regulates a set of principal characteristics of learning (workload, content, learning outcomes), organizational and teaching conditions, and forms of examination, which is presented as a curriculum, academic calendar, syllabi of disciplines (modules), programs of practices, assessment tools, and instruction materials.

1.2. Regulations

The development of the Bachelor's Degree relies on:
- Federal Law No273-ФЗ *On Education in the Russian Federation* of 29 December 2012 (edited March 2, 2016);
- Specialist in Promotion and Distribution of Media Production (Order of the Ministry of Labor and Social Protection No535н dated August 4, 2014);
- Media Editor (Order of the Ministry of Labor and Social Protection No538н dated August 4, 2014);
- Graphic Designer (Order of the Ministry of Labor and Social Protection No40н dated January 17, 2017);
- Federal Law on Introducing the *Amendments to the Labor Code of the Russian Federation* and articles 11 and 73 of Federal Law No122-ФЗ *On Education in the Russian Federation* dated May 2, 2015;
- Federal State Educational Standard of Higher Education – Bachelor's Degree in Subject Area 42.03.03 *Publishing* approved by Order of the Ministry of Education and Science of the Russian Federation No525 dated June 8, 2017;
- Independently Established Educational Standard of the National Research Tomsk State University – Bachelor's Degree in Subject Area 42.03.03 *Publishing* approved by the Order of the Rector of the National Research Tomsk State University No320/ОД dated April 2, 2019;
- Order of the Ministry of Education and Science No1061 *On Approval of the List of Specializations and Subject Areas of Higher Education* dated September 12, 2013;
- Regulations for Organizing and Carrying Out Educational Activity within Bachelor's, Specialist's, Master's Programs approved by Order No301 of the Ministry of Education and Science dated April 5, 2017;
- Regulations for Internship of Students Mastering Basic Professional Study Programs of Higher Education approved by Order No1383 of the Ministry of Education and Science of the Russian Federation November 27, 2015
- Regulations for Final State Examination in Bachelor's, Specialist's, and Master's Programs at National Research Tomsk State University approved by Order No636 of the Ministry of Education and Science of the Russian Federation dated June 29, 2015;
- Regulations for Using E-learning and Distant Education Technology at Higher Education Institutions Carrying Out Study Programs approved by Order No816 of the Ministry of Education and Science of the Russian Federation August 23, 2017 (registered by the Ministry of Justice September 18, 2017, registration No48226);
- Methodological recommendations for organizing educational activity using networking

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forms of carrying out study programs (Appendix to the letter of the Ministry of Education and Science of the Russian Federation NoAK-2563/05 dated August 28, 2015);
- List of professional standards: 06.009 *Specialist in Promotion and Distribution of Media Production*; 11.006 *Media Editors*; 11.012 *Graphic Designer*;
  - TSU Statute;
  - Development program of the Federal State Autonomous Institution of Higher Education National Research Tomsk State University for 2013-2020;
  - TSU regulations.

2. Overview of the study program

Time limit for completing the Bachelor's program is 4 years.

Workload amounts to 240 ECTS.

The mission of the study program in subject area 42.03.03 *Publishing* consists in providing professional training based on the following principles of educational activity:

fundamentality – experimental or theoretical activity aimed at gaining new knowledge about the basic laws of the structure, functions and development of a human, society, and nature;

classicality – orientation to the development of a fully-fledged personality and worldview (including professional) and research type of thinking by means of scientific and educational activities relying on a harmonious combination of knowledge of natural sciences and humanities;

openness – organization of a continuous exchange of information and resources (of various types) between the external environment and the university in order to form and develop a scientific and educational environment. Internationalization, establishment of distributed communities, and integration of university study programs and research teams into leading national and international research and educational networks (consortia) serve as the key factor contributing to implementation of the principle.

The mission of the study program agrees with the main principles of the mission and objectives of NR TSU, first of all, the principle of advance training of the academic faculty, managerial and cultural elite of the society through integration of the learning process, fundamental research and innovative approaches. The BPSP meets the objectives in the development of the real sector of economy based on the innovative activity including support of high technology with qualified human resources.

The BPSP aims to prepare alumni possessing knowledge and skills enabling them to carry out professional activity in the field of information and communication technology (media promotion including print and online resources), media, publishing and printing (multimedia, print media), research on the specialization and other spheres of professional activity providing that their qualification and acquired competencies meet the requirements.

The main objective of the BPSP is preparing students having earned their Bachelor's degree in Publishing for solving tasks in professional activity:
- editing;
- project;
- research.

Entry requirements for mastering the Bachelor's program in subject area 42.03.03 *Publishing*.

Applicants shall have a high school certificate or vocational education diploma. Enrollment to the program is carried out on a competitive basis according to the results of state exams or entrance examinations in accordance with the entrance examination program approved by NR TSU.

The BPSP is carried out in Russian. Full-time. Applicants can obtain state funded places or pay tuition fee. International students have to pay tuition fee.

Qualification awarded to alumni is Bachelor's in Publishing.

2.1. Areas of alumni's professional activity

In accordance with the Federal State Educational Standard of Higher Education and Independently Established Education Standard at NR TSU alumni can carry out professional activity in the following spheres:

01 – Education and science (research);

06 – Communication, information and communication technology (promotion of media products including print media and online-resources);

11 – Media, publishing and printing (multimedia and print media).

Alumni are allowed to perform their professional activity in other spheres providing that their education and acquired competencies meet an employer's requirements.

Table 1.

Areas, types of tasks, tasks, and objects of professional activity

Areas of professional activity	Types of tasks in professional activity	Tasks in professional activity	Objects of professional activity (or field of knowledge)
01 – Education and science (research)	Research	Solving research tasks when doing scientific research / a project under supervision of a more qualified employee	Fulfillment of individual tasks when solving research tasks under supervision of a more qualified employee; conducting research aimed at solving individual research tasks; presentation of research results to the professional community
06 – Communication, information and communication technology (promotion of media products including print media and online-resources)	Editing Project	Organization of promotion of mass media products	Organization of marketing research in the field of media; development of a marketing strategy for media products; organization of events increasing sales of media products; monitoring and evaluation of the effectiveness of the results of the promotion of media products
11 – Media, publishing and printing (multimedia and print media)	Editing Project	Work on content of media publication	Selection of materials for publication; editing materials; preparation for publication of materials

3. BPSP structure, content, and implementation

3.1. Curriculum

The structure of the curriculum is aimed at meeting the goal and objectives of the BPSP, as well as achieving learning outcomes specified in the Independently Established Educational Standard. The main construction principle is to ensure continuity and consistency in the development of disciplines and the systematic formation of competencies necessary for the alumni's professional qualification, as well as the opportunity to assess the quality of mastering the BPSP at all stages of its implementation.

The curriculum consists of three study blocks: Study Block 1. *Disciplines (modules)*, Study Block 2. *Practice*, Study Block 3. *Final State Examination*. Elective courses are not included into the curriculum and cannot exceed 10 ECTS. Elective disciplines (modules) of the curriculum can be implemented by campus courses and/or MOOC.

Study Block 1 comprises Core (B1.C), General Professional (B1. GP), and Professional (B1.P) disciplines. Study Blocks 1 and 2 have a compulsory part and a variable part (formed by the parties of the educational process).

The compulsory part of the curriculum includes disciplines (modules) and practices contributing to the development of universal, general professional competencies established by the Federal State Educational Standard of Higher Education and Independently Established Educational Standard at NR TSU, as well as professional competencies specified by the BPSP. Disciplines/modules and practices developing universal competencies can be included both into the compulsory part and variable part of the curriculum.

The compulsory core disciplines (modules) include: Philosophy (minimum of 3 ECTS), Foreign Language (minimum of 9 ECTS), History (History of Russia, World History) (minimum of 3 ECTS), Physical Education (minimum of 2 ECTS), Health and Safety (minimum of 2 ECTS). The compulsory part of the core disciplines includes the module Economy and Entrepreneurship weighing at least 5 ECTS. The variable part of the core disciplines makes up 328 academic hours. The workload is not converted into ECTS. The full-time mode includes the elective disciplines (modules) in Physical Education carried out in accordance with the order established at NR TSU. People with disabilities are provided with possibilities to study the discipline taking into account their mental and physical state.

The compulsory part of the General Professional and Professional disciplines consists of modules. The variable part of the Professional disciplines also includes modules and disciplines selected by students.

Studying the majority of the disciplines implies using distant education technology. Each student is provided with a free access to the electronic information and education environment of the NR TSU wherever there is the Internet access both in campus and beyond. The electronic information and education environment at NR TSU provides:

access to curricula, syllabi of disciplines (modules), programs of practice, electronic educational publications and electronic educational resources specified in the syllabi of the disciplines (modules) and programs of practice:

formation of a student's electronic portfolio, storage of his work and grades for these works;

tracing the course of the educational process, results of mid-term examination and results of mastering the Bachelor's program.

The compulsory and variable parts of Study Block 2 *Practice* includes academic training and internships.

The curriculum of the Bachelor's program establishes the following types of academic training:

introductory (in-campus, continuous);

research (in-campus, continuous).

The curriculum of the Bachelor's program establishes the following types of internship:

professional and creative practice (in-campus or on-site, continuous);

project and technological practice (in-campus or on-site, continuous);

pre-graduate practice (in-campus or on-site, continuous).

Students' research work starts in their second year. It is held in the form of a seminar and self-study in view of individual research supervision. Mid-term examination consists in submitting term papers (semester 3, 5).

All the types of practice are aimed at forming, strengthening, and developing professional competencies while doing these types of work specified by the programs of practice and associated with alumni's future professional activity.

Study Block 3 *Final State Examination* includes:

preparing for and doing state examination;

preparing for defense and defense of Bachelor's thesis.

Final State Examination is held in accordance with The Regulations for Final State Examination in Bachelor's, Specialist's, and Master's Programs and Regulations for Bachelor's and Specialist's Theses at National Research Tomsk State University.

Specific features of the mid-term examination and technology used for assessment of mastering

the BPSP as a whole and its particular parts are presented in the syllabi, programs of practice and final state examination.

The compulsory part of the BPSP shall be at least 40% of the total workload. Final state examination is not included.

The educational activity within the study program is carried out:

−	in classroom in the form of face-to-face interaction between students, teaching staff, and (or) people involved in the implementation of the study program on other terms;

−	in the form of students' self-study;

−	other forms.

Classroom work makes up 60% of the total time allocated for the implementation of the study program. It is determined on the basis of the mode of study, content, forms of classes, educational technologies used in its implementation including e-learning and distance learning technology.

4. Learning outcomes

Upon completion of the Bachelor's program alumni are expected to have fully-fledged universal, general professional, and professional competencies established by the BPSP in accordance with the Federal State Educational Standard of Higher Education / Independently Established Educational Standard at NR TSU in the subject area.

4.1. Alumni's universal competencies and indicators of their achievement

Category (group) of universal competencies	Code and name of the competency in accordance with the Federal State Educational Standard of Higher Education	Code and name of the indicator of achievement of the universal competency
System and critical thinking	UC 1. Ability to search, critically analyze and synthesize information, apply the systematic approach to solving professional tasks	Alumnus is able to: UCI 1.1. Search for information necessary to solve the problem. IUC 1.2. Compare possible solutions, evaluate their advantages and disadvantages, formulate their own position within a particular task. IUC 1.3. Evaluate effects of a solution to the problem.
Development and implementation of projects	UC 2. Ability to determine the range of tasks within the given goal and solve them in view of legal norms, available resources, and limits	Alumnus is able to: IUC 2.1. Formulate a set of interrelated tasks within the goal ensuring its achievement. Determine the expected effects of solving the tasks. IUC 2.2. Define material, human and temporary resources for each task in the project taking into account current legal norms. IUC 2.3. Publicly present a draft of solution to the problems.
Teamwork and leadership	UC 3. Ability to interact with teammates and take an assigned role	Alumnus is able to: IUC 3.1. Take into account specific features of the behavior of various groups of people during interaction. IUC 3.2. Set various forms of interaction according to tasks a team deals with. IUC 3.3. Plan their actions, their sequence according to the role in a team.

Communication	UC 4. Ability to communicate orally and through a written word in native and foreign language(s) when solving professional tasks	Alumnus is able to: IUC 4.1. Demonstrate skills at business communication orally and through a written word in Russian and foreign language(s) in accordance with the given tasks. IUC 4.2. Create scientific and formal texts on professional issues in Russian and foreign language(s), edit and proofread them. IUC 4.3. Translate scientific and formal texts in the professional sphere from a foreign language into Russian.
Intercultural interaction	UC 5. Ability to accept intercultural diversity of the society in socio-historical, ethical and philosophical contexts	Alumnus: IUC 5.1. Understands the historically determined intercultural diversity of society IUC 5.2. Distinguishes worldview and philosophic reasons for the cultural diversity, understands ethical aspects of the intercultural interaction.
Self-organization and self-development (including health safety)	UC 6. Ability to manage time, build and implement a self-development path based on the principles of life-long learning	Alumnus is able to: IUC 6.1. Organize their own activity in view of available possibilities, time and personality resources. IUC 6.2. Set objectives in self-development in view of personal needs, temporary prospects for the development of professional activities and job market requirements. IUC 6.3. Critically evaluate the efficiency of the use of time and other resources in solving tasks in relation to the result.
	UC 7. Ability to maintain the proper level of physical fitness to ensure full social and professional activities	Alumnus: IUC 7.1. Understands the role of physical education and sport in modern society, in human life, their preparedness for social and professional activities, importance of physical education and sports in the structure of a healthy lifestyle, and features of planning an optimal lifestyle taking into account the conditions of future professional activity. IUC 7.2. Uses a self-monitoring technique to determine the level of health and physical fitness in accordance with regulatory requirements and conditions of future professional activity. IUC 7.3. Maintains the proper level of physical fitness to ensure full social and professional activity, regularly engage in physical exercise.
Health and Safety	UC 8. Able to create and maintain safe living conditions even in case of emergency	Alumnus: IUC 8.1. Understands basic principles and rules of safe behavior in everyday life and professional activities IUC 8.2. Takes necessary actions to ensure safety in everyday life and in emergency situations.

4.2. Alumni's general professional competencies and indicators of their achievement

Category (group) of general professional competencies	Code and name of the competency in accordance with the Federal State Educational Standard of Higher Education	Code and name of the indicator of achievement of the general professional competency
Product of professional activity	GPC 1. Ability to create media texts and (or) media products, and (or) communication products demanded by the society and industry in accordance with the norms of Russian and foreign language(s), specifics of other sign systems	Alumnus: IGPC 1.1. Demonstrates knowledge of the main studied language in its literary form, specific features of texts and products of various genres, styles, and formats and other sign systems apart the verbal one. IGPC 1.2. Identifies units of speech in various types of text and mechanisms of their formation. IGPC 1.3. Uses norms of Russian and foreign language(s), takes into account other language systems, as well as various types of texts and mechanisms of text generation while creating and editing various genres, styles, and formats of texts (including media) and products (including media and communication) demanded by the society and industry.
Society and state	GPC 2. Ability to take into account development trends in the society and state institutes for covering them in created media texts and (or) media products, and (or) communication products	Alumnus: IGPC 2.1. Demonstrateы knowledge of the system of social and state institutes, mechanisms of their functioning and development trends. IGPC 2.2. Identifies development trends in social and state institutes. IGPC 2.3. Applies knowledge of the development of social and state institutes for covering them in created and edited publishing products including media and communication ones.
Culture	GPC 3. Ability to use the variety of achievements in domestic and world culture while creating media texts and (or) media products, and (or) communication products	Alumnus: IGPC 3.1. Demonstrates sufficient level of knowledge about achievements in domestic and world culture. IGPC 3.2. Demonstrates knowledge in sphere of domestic and world cultural process. IGPC 3.3. Applies relevant knowledge to practice of creation and editing of publishing products.
Audience	GPC 4. Ability to meet the needs and demands of society and the audience in professional activities	Alumnus: IGPC 4.1. Demonstrates knowledge of the main characteristics of target audience and readership, the main

		sources of information about the requests and needs of society. IGPC 4.2. Identifies the target audience and readership of texts and publishing products of various types, genres, styles, and formats. IGPC 4.3. Uses the relevant knowledge of requests and needs of society and audience in their professional activity.
Media communication system	GPC 5. Ability to take into account development trends in media, communication systems of a region, country and world in their professional activity in view of political and economic mechanisms of their functioning and legal and ethical norms of regulation.	Alumnus: IGPC 5.1. Demonstrates knowledge of a set of political, economic factors, legal, and ethic norms regulating the development of book publishing and media communication systems at the global, national, and regional levels. IGPC 5.2. Orientates in development trends in book publishing and media communication systems at the global, national, and regional levels. IGPC 5.3. Carries out professional activity in view of the development trends in book publishing and media communication systems of a region, country and world regulated by political and economic mechanisms of their functioning, legal and ethical norms.
Technology	GPC 6. Ability to use modern technical tools and information and communication technology in their professional activity.	Alumnus is able to: IGPC 6.1. Analyze, compare modern technical tools and information and communication technology used in print and electronic publishing. IGPC 6.2. Use modern software in their professional activity. IGPC 6.3. Use modern information and communication technology in their professional activity.
Effects	GPC 7. Ability to take into account effects and consequences of their professional activity observing the principles of social responsibility.	Alumnus is able to: IGPC 7.1. Analyze basic principles of social responsibility, standard effects and consequences of professional activity. IGPC 7.2. Use correct methods for collecting, processing and spreading information to achieve the desired effect from their professional activities. IGPC 7.3. Take into account the consequences of professional actions in society and in their future work.

4.3. Alumni's professional competencies and indicators of their achievement

Code and name of generalized job responsibility (GJR), job responsibility (JR)	Job description	Type of professional tasks (TPT)	Code and name of professional competency specified by the Independently Established Educational Standard at NR TSU	Code and name of the indicator of achievement of the professional competency
GJR A – Work on content of media publications	Selection of materials for publication	TPT – editorial, project	PC 1. Ability to select copyright materials for publication in various types of publications.	Alumnus is able to: IPC 1.1. Determine the priority topics for publication, genres, styles depending on the purpose and readership. IPC 1.2. Select and analyze the main sources of information in the subject, thematic area, as well as methods for its collection and processing. IPC 1.3. Evaluate author's competence and compliance of provided materials with the requirements and format of media / publisher, appropriateness of their publication.
GJR A – Work on content of media publications	Editing materials	TPT – editorial	PC 2. Ability to edit texts of various types, genres, styles	Alumnus is able to: IPC 2.1. Apply techniques of editorial analysis, reviewing texts of various types, genres, styles. IPC 2.2. Identify strengths and weaknesses of the materials provided, explain to the author their mistakes, formulate proposals for editing the material. IPC 2.3. Edit the structure and content of texts of various types, genres, styles to ensure complete disclosure of the author's intention; bring the text in compliance with the requirements of the media/publisher; agree the amendments with the authors.
GJR B – Design objects of visual	Artistic and technical	TPT – editorial, project	PC 3. Ability to complete particular	Alumnus is able to: IPC 3.1. Understand the

information, identification and communication	processing of design-projects of objects of visual information, identification, and communication		types of work on artistic and technical processing of various types of publications	fundamentals of typography, design, characteristics of software for artistic and technical design of publications; apply professional terminology in book design. IPC 3.2. Search for and analyze information for artistic and technical design of publications, select various formats o materials and combine them in one publication. IPC 3.3. Use computer software for typesetting and designing the layout of a publication, including the layout with visual information; develop project assignments on creation of an object of visual information, select and apply indicators and means of control necessary for examination of the quality of artistic and technical design of publications.
GJR B – Organization of promotion of media products	Organization of marketing research into media. Organization of events boosting sales of media products.	TPT – editorial	PC 4. Ability to organize promotion of book publishing and media products	Alumnus: IPC 4.1. Understands the specifics of organization of promotion of book publishing and media products, their regulations by the Civil Code of the Russian Federation, standards and other regulations. IPC 4.2. Identifies a target audience, selects information on the market situation, uses marketing research technology to promote products of book publishing and media. IPC 4.3. Uses modern information technology and software to promote book publishing and media products.
GJR A – Solution to research tasks in the framework of the implementation of a	Completion of individual tasks within the framework of	TPT – research	PC 5. Ability to solve research tasks in within the framework of	Alumnus is able to: IPC 5.1. Search for, collect, and process information required for

| scientific (scientific, technical, innovative) project under supervision of a more qualified employee | solving research tasks under supervision of a more qualified employee | | implementation of a scientific (scientific, technical, innovative) project or a project and present results of their activity under supervision of a more qualified employee | solving research tasks. IPC 5.2. Use of methods and techniques of solving research tasks in the topic of conducted studies. IPC 5.3. Make conclusions and present research results in the form of reports, participation in research discussions, publications, term papers, and final qualification papers. |

Professional standards

No	Code and name of professional standard	Details	Generalized job responsibilities
Name of the sphere of professional activity– 06 Information and Communication Technology			
1	06.009 Specialist in Promotion and Distribution of Mass Media Production	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No535н dated August 4, 2014	Organization of media products promotion
Name of the sphere of professional activity – 11 Media, Publishing, and Printing			
2	11.006 Media	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No538н dated August 4, 2014	Work on the content of media publications
3	11.013 Graphic Designer	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No40н dated January 17, 2017	Design of objects of visual information, identification, and communication

4.4. Alumni's job prospects

Alumni of the Bachelor's program are allowed to work as marketing specialist, marketing manager, advertising manager, editor, literary editor, managing editor, department editor, news editor, deputy chief editor, chief editor, senior editor, executive editor, consultant editor, stylist editor, graphic designer, designer of printed materials in a publishing house and any publishing organization, printing house, media editorial office, advertising agency.

5. Teaching staff

The Bachelor's program is carried out by the teaching staff at NR TSU and people involved in implementation of the BPSP on terms of a civil agreement contract.

The share of the teaching staff and people involved in implementation of the BPSP on terms of a civil agreement contract (given integer values of rates) conducting research, curriculum and instruction, and (or) applied activity corresponding to the profile of the disciplines (module) they teach makes up 87%.

The share of the teaching staff and people involved in implementation of the BPSP on terms of a civil agreement contract (given integer values of rates) working as heads and (or) employees of other organizations working in a professional sphere corresponding to the professional activity alumni are

prepared for (at least three-year's work experience) makes up 11%.

The share of the teaching staff and people involved in implementation of the BPSP on terms of a civil agreement contract (given integer values of rates) having an academic degree (including academic degrees awarded abroad and recognized in the Russian Federation) is 81%.

Director of the Bachelor's program is Doctor of Sciences, Professor I.A. Ayzikova, Head of the Department of General Literary Studies, Publishing, and Editing, full-time academic faculty member at the Faculty of Philology at NR TSU. She conducts independent research in the subject area and annually submits research articles to leading domestic and international journals. 37 research articles have been published for the last five years. She annually presents research results at national and international conferences. I.A. Ayzikova's H-index is 13. She has been cited 651 times.

6. Quality assessment mechanisms

Quality of educational activity and training of Bachelor's students is determined by the systems of internal and external assessment. The latter is carried out voluntarily.

To improve the BPSP the NR TSU can invite employers and (or) their societies, other legal entities and (or) individuals including the academic faculty members at the NR TSU to the assessment of the quality of educational activity and training of Bachelor's students.

Within the internal system of quality assessment Bachelor's students are provided with a possibility to assess conditions, content, organization, and quality of learning as a whole and particular disciplines (modules) and practices, as well as the teaching staff.

The syllabi of the disciplines specify forms and procedures of mid-term examination for each discipline (module) and practice (including specific features of continuous assessment and mid-term examination for students with disabilities). Students receive information within the terms determined by the regulations at NR TSU.

External assessment of the quality of educational activity and training of Bachelor's students can be carried out within the professional and public accreditation held by employers, their associations, as well as organizations authorized by them, including foreign organizations, or authorized national professional public organizations that are the members of international structures to recognize quality and level of preparedness of students having mastered the Bachelor's program meeting the requirements of professional standards (if available), market requirements to specialists in the relevant profile.

The Bachelor's program *Book Publishing* implies obligatory including of various forms of assessment of the quality of the disciplines and regular monitoring of students' satisfaction into the structure.

Quality is ensured by means of the following procedures:

Satisfaction surveys

Students fill out the questionnaire to evaluate their satisfaction with the organization of learning, curriculum and instruction, technical and technological support of the disciplines, quality of classes, forms of research to control and increase the quality of tuition.

Survey is held annually by the program coordinators. Respondents are senior students, alumni, and employers. Results are presented in the form of a report reflecting strength and weakness of the study program. The coordinator forwards the report to the relevant Department to eliminate the revealed drawbacks. Results are discussed at the meeting of the Department. Teaching staff suggests measures for improvement of the quality of tuition and organization of learning within the study program:
   – review of the content of a course;
   – review of teaching methods and forms of tuition;
   – review of the forms of mid-term examination;
   – substitution of the course for an alternative one, others.

Students' evaluation of learning conditions at university

The TSU Quality Management Center conducts annual surveys at the end of each semester to obtain a comprehensive evaluation of the quality of learning conditions at the university. Being the

recipients of the educational services students fill out the questionnaires to express their satisfaction with:

– the university and quality of work of the university units;
– the Faculty and quality of work of the administrative personnel;
– the infrastructure and quality of material and technical support of education;
– the quality of the study program and its components;
– the acquired competencies and skills.

The survey is held anonymously. The Quality Management Center processes the results and draws up an analytical report and forwards it to the coordinator of the study program. Information on the quality of work of the university units is forwarded to the heads of the units. Information on students' satisfaction with the quality of the study program may serve as a basis for improving the infrastructure at the Faculty and individual components of the study program. Students, lecturers, heads of the Departments, and Dean are informed about results of all the procedures for assessing the quality of the study program and corresponding changes made to the study program to improve its quality. Information is discussed at the meeting with Master's students, at the meetings of the Department, meetings of the Curriculum and Instruction Committee at the Faculty.

Employers' satisfaction survey

The TSU Department of Practice and Employment participates in monitoring studies on the assessment of employers' satisfaction with the qualification of alumni and arranges the system of industry-university cooperation.

Objectives:

– to identify factors contributing to cooperation between employers and TSU in terms of employment of alumni;
– to reveal employers' satisfaction with the quality of qualification of TSU alumni;
– to reveal employers' requirements for their employees.
– to determine the degree of partners' readiness for further cooperation in training and employment of alumni and identify promising forms of cooperation from the employers' perspective.

The Department of Practice and Employment processes the results. The report allows for forming a comprehensive opinion on advantages and disadvantages of tuition at the Faculty contributing to the development of promising interaction between the Faculty and partner enterprises to increase the competitiveness of alumni and chances of their employment in majors. Results are discussed at the meetings of the Department and Curriculum and Instruction Committee at the Faculty. Minutes keep records of changes in the structure, content of the BPSP, syllabi of the disciplines, programs of practices, and forms of organization of research.

BPSP Director _____ _____
signature

AGREED WITH

Vice-Rector for Academic Affairs _____ _____
signature