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

BASIC PROFESSIONA
STUDY PROGRAM OF
HIGHER EDUCATION

subject area

42.04.03 – Publishing

Specialization (profile)

Digital Technology in Publishing

Qualification (Degree):

Master'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 42.04.03 *Publishing* and profile *Digital Technology in 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 Master's program relies on:

− Federal Law No273-ФЗ *On Education in the Russian Federation* of 29 December 2012 (edited March 2, 2016);

− Specialist in Production of Products of Network Publishers and Information Agencies (Order of the Ministry of Labor and Social Protection No332н dated May 21, 2014, edited by Order of the Ministry of Labor and Social Protection No727н dated December 12, 2016);

− Media Editor (Order of the Ministry of Labor and Social Protection No538н dated August 4, 2014);

− Specialist in Production of Print Media (Order of the Ministry of Labor and Social Protection No533н 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 – Master's Degree in Subject Area 42.04.03 *Publishing* approved by Order of the Ministry of Education and Science of the Russian Federation No No905 dated August 28, 2015;

− 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 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);

  –   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 Master's program is 2 years.

Workload amounts to 120 ECTS.

The mission of the study program in subject area 42.04.03 *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 the NR TSU, first of all, the principle of advance training of the academic faculty, managerial and cultural elite of the society on the basis of 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 preparing and releasing publishing products in the digital form and being able to do applied kinds of work, as well as research.

The main objective of the BPSP is preparing students having earned their Master's degree in Publishing for solving tasks in professional activity:

– editing;

– project;

– research.

Entry requirements for mastering the Master's program in subject are 42.04.03 Publishing.

Applicants shall have a diploma of higher education. Overseas applicants shall have a document of higher education.

Enrollment to the program is carried out on a competitive basis according to the results of entrance examinations in accordance with the entrance examination program approved by NR TSU.

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

Qualification awarded to alumni is Master'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 (products of network publishers and information agencies);

11 – Media, publishing and printing (multimedia, print, tele-, and radio broadcast media).

Alumni are allowed to perform their professional activity in other spheres providing that their education and acquired competencies meet the job 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; − Independently solving research tasks while carrying out a scientific study / a project.	Research aimed at solving particular research tasks under supervision of a more qualified employee; presentation of research results to the professional community; determination of means of application of research results.
06 – Communication, information and communication technology (products of network publishers and information agencies)	Author	− Specific fulfillment of requirements for artistic and technical design of a networking publication / website of an information agency; − Organization and control of issuing products of network publishers / information agencies.	Development of the layout of a resource; selection of illustrations; acceptance of work.
11 – Media, publishing and printing	Project and analysis	− Organization of work of a media department; − Organization and control of issuing print media products; − Guidance of development of objects and systems of visual information, identification, and communication.	Development of concepts of author's projects; planning and coordination of the activity of departments; analysis of results of the activity of departments; establishment and maintenance of contacts with the external environment; planning development of

			objects and systems of visual information; organization of work on the implementation of design projects; control over production of design projects of objects and systems of visual information.

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 the 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.

Particularly, the BPSP is developed at the interface of applied and research types of activity of Master's students and is designed to ensure the transfer of students who have received a Bachelor's or Specialist's degree to the next level of their professional development including changes in the research and production profile of their professional activity.

The BPSP is designed to help students master the theoretical and methodological foundations of the historical and modern experience in electronic book publishing, study the place and role of electronic media in the information society for the effective application of this knowledge to the development and implementation of technologies for creating and promoting electronic content in a wide range of publications

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 part of the core disciplines of the Master's program curriculum includes the module *Leadership, Team Building and Intercultural Communication.*

The variable part of the professional disciplines includes optional disciplines.

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 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;

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

The compulsory and variable parts of Study Block 2 *Practice* includes academic training and internship of the following types:

introductory (in-campus or on-site, continuous).

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

pre-graduate practice (in-campus, continuous).

The variable part of Study Block 2 *Practice* includes the additional types of practice: project seminar and research.

Master's students do research through the entire period of study in the form of seminars and self-study in accordance with the research supervisor. Master's students test their research results participating in domestic and international research conferences, preparing research articles for publication in peer-reviewed journals. Mid-term examination consists in writing a term paper (semester 2).

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 and defending Master's thesis arranged 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 20% 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 conditions;

−   in the form of students' self-study;

−   other forms.

Classroom work makes up 35% 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 Master'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 of universal competencies	Code and name of universal competencies	Code and name of the indicator of achievement of the universal competency
System and critical thinking	UC 1. Ability to critically analyze problematic situation on the basis of the system approach, to work out an action strategy	Alumnus is able to: IUC 1.1. Identify a problematic situation and using the system approach to carry out its multi-factor analysis and examination.
		IUC 1.2. Search for, select, and systematize information for determining alternative options of strategic solutions in a problematic situation and reasoning for the choice of an optimal strategy.
		IUC 1.3. Suggest and justify an action strategy for improving the goal in view of limitations, risks, and possible consequences.
Development and implementation of projects	UC 2. Ability to manage a project at all stages of its implementation	Alumnus is able to: IUC 2.1. Formulate the goal of the project, justify its significance and feasibility.
		IUC 2.2. Develop a program of action to solve the project's objectives taking into account available resources and limitations.
		IUC 2.3. Ensure the implementation of the project in accordance with the established goals, timelines, and costs.
System and critical thinking	UC 3. Ability to build a team and manage their work developing a team strategy for achieving a goal	Alumnus is able to: IUC 3.1. Form a teamwork strategy based on a joint discussion of goals and activities for their implementation.
		IUC 3.2. Organize teamwork taking into account conditions (technology, external factors, limitations), individual characteristics of behavior and capabilities of team members.
		IUC 3.3. Ensure fulfillment of tasks by monitoring teamwork and timely response to significant deviations.
Communication	UC 4. Ability to apply modern communicative technology including those in foreign language(s) for academic and professional communication	Alumnus is able to: IUC 4.1. Substantiate the choice of relevant communication technology to ensure academic and professional communication.
		IUC 4.2. Apply modern means of communication in the process of academic and professional communication including communication in a foreign language (foreign languages).
		IUC 4.3. Evaluate the effectiveness of modern communication technologies in academic and professional communication.
Intercultural communication	UC 5. Ability to analyze and take into account the cultural diversity in the process of intercultural communication	Alumnus is able to: IUC 5.1. Reveal, compare, typologize the uniqueness of cultures to develop a strategy for interaction with their representatives.
		IUC 5.2. Organize and moderate intercultural interaction to solve professional tasks.
Self-organization and self-development (including health safety)	UC 6. Ability to determine and implement priorities in their own activity and means for improving the activity on the basis of self-evaluation	Alumnus is able to: IUC 6.1. Determine priorities of their activities and develop a strategy for personal and professional development based on the correlation of their own goals and opportunities with the development of the chosen sphere of professional activity.
		IUC 6.2. Implement and adjust the strategy of personal and professional development based on self-evaluation.

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

Category of general professional competencies	Code and name of general professional competencies	Code and name of the indicator of achievement of the general professional competency
Product of professional activity	GPC 1. Ability to plan, organize, and coordinate the process of creation of media texts and (or) media products, and (or) communication products demanded by the society and industry; trace and take into account changes in the norms of Russian and foreign languages, specific features of other sign systems.	Alumnus: GPCI 1.1. Demonstrates knowledge of changes in the norms of Russian and foreign languages, features of other sign systems.
		GPCI 1.2. Selects methods for planning, organizing and coordinating the process of creating texts and products (including media and communication).
		GPCI 1.3. Identifies the needs of society for texts and products (including media and communication) of various types, genres, styles and formats; plans, organizes, and coordinates the process of their creation, uses the norms of Russian and foreign languages, understands the features of other sign systems taking into account their changes.
Society and state	GPC 2. Ability to analyze the main development trends in social and state institutes for covering them in created media texts and (or) media products, and (or) communication products.	Alumnus is able to: GPCI 2.1. Understand the main trends in the development of public and state institutions.
		GPCI 2.2. Analyze the main trends in the development of public and state structures.
		GPCI 2.3. Provide analytical coverage of the main trends in the development of public and state institutes in the created and edited texts and publishing products of various types, genres, styles, and formats.
Culture	GPC 3. Ability to analyze the variety of achievements in domestic and world culture while creating media texts and (or) media products, and (or) communication products.	Alumnus is able to: GPCI 3.1. Define and evaluate cultural traditions, values, norms of modern domestic and world culture, understand the culture-forming function of publishing and media.
		GPCI 3.2. Identify methods and forms of cultural heritage development necessary for selection and analysis of the achievements in domestic and world culture.
		GPCI 3.3. Take into account and use analytics of multicultural diversity when creating texts and publishing products of various types, genres, styles, and formats.

Audience	GPC 4. Ability to analyze the needs and interests of the audience to forecast and satisfy the demand for media texts and (or) media products, and (or) communication products.	Alumnus is able to: GPCI 4.1. Operate with definitions, feedback with consumers of publishing products and media, understand traditional and innovative approaches to their analysis.
		GPCI 4.2. Analyze readers' needs and interests in different segments of society, employ methods for forecasting the demand for publishing products of various types, genres, styles, and formats.
		GPCI 4.3. Apply data from analysis of the needs of society and interests of the audience to publishing practice in order to forecast and meet the demand for publishing products, including media, and communication.
Media communication system Media communication system	GPC 5. Ability to make professional decisions, analyze current development trends in media communication systems of a region, country, and the world according to political and economic mechanism of their functioning, legal and ethical norms of regulations	Alumnus is able to: GPCI 5.1. Understand the basic principles of the formation of the publishing process, media system, their regional, national and world features.
		GPCI 5.2. Analyze development trends in foreign, domestic, regional book publishing and media systems based on the basic principles of their functioning as subjects of creative and political, economic, legal, and ethical activities.
		GPCI 5.3. Make professional decisions based on an analysis of the current development trends in the world, Russian, and regional publishing processes and media systems taking into account political and economic mechanisms of their functioning, legal and ethical standards for their regulation.
Technology	GPC 6. Ability to select and integrate modern technical means and information and communication technology into media production	Alumnus: GPCI 6.1. Demonstrates knowledge of the selection criteria for modern technical means and information and communication technology for professional activities.
		GPCI 6.2. Evaluates and selects technical means and information technology, including the latest ones, for production of print and electronic publications.
		GPCI 6.3. Introduces modern technical means and information and communication technology into the process of book publishing and media production.

				Alumnus is able to: GPCI 7.1. Understand the typology and key concepts of the effects of book publishing and media sphere (at micro- and macro-level), as well as methods for predicting them.
Effects		GPC 7. Ability to evaluate and forecast possible effects in media sphere following the principles of social responsibility		GPCI 7.2. Predict and take into account possible risks and consequences of media effects – cognitive, emotional, behavioral – in professional activities following the principles of social responsibility.
				GPCI 7.3. Critically assess the possible effects of book publishing and media effects following the principles of social responsibility associated with the socially oriented mission of the profession.

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 – Solution to research tasks in the framework of the implementation of a research (scientific, technical, innovative) project under supervision of a more qualified employee. GJR B – Independent solution to research tasks in the framework of research (scientific, technical, innovation)	Organization and conduct of scientific research, implementation of research projects, design and presentation of research results	TPT – science and research	PC 1. Ability to organize and carry out research (scientific, technical, innovative) projects, design and present research results under supervision of a more qualified employee.	Alumnus is able to: PCI 1.1. Select and independently formulate a research topic, problem, and put forward a hypothesis, select methods, draw up a research program. PCI 1.2. Collect, analyze, and systematize information on a research problem, conduct research. PCI 1.3. Analyze, interpret, evaluate, present research results to the professional community, and defend research results providing justified conclusions and recommendations.
GJR A – Specific implementation of the requirements to artistic and technical design of a network publisher / the website of an information agency GJR B – Organization and control of products of a network publisher / an information agency	Creation of formal texts containing influential information and combining several styles, types, and genres within one text	TPT – author	PC 2. Ability to create formal texts containing influential information and combining several styles, types, and genres within one text	Alumnus is able to: PCI 2.1. Understand tasks, methods, and techniques for creating formal texts containing influential information and combining several styles, types, and genres within one text; specifics of their type, genre, and style; principles of working with sources of information and methods for collecting information, rules

				and norms of the modern Russian literary language. PCI 2.2. Collect and analyze information for creating formal texts containing influential information and combining several styles, types, and genres within one text. PCI 2.3. Freely use writing skills in the Russian literary language; possess the stylistics of formal texts containing influential information and combining various styles of texts; have skills at preparing such a text for publication.
GJR B – Organization of work of the media department	Preparation of print publications for release	TPT – project and analysis	PC 3. Ability to follow basic principles, norms, and rules, technical conditions for preparing print publication for release.	Alumnus is able to: PCI 3.1. Understand essential characteristics of the publications being designed, regulatory and technological requirements for preparing print publications for release (content and artistic and technical design), as well as the technology of the publishing process. PCI 3.2. Study and apply positive experience of domestic and foreign publishers in the field of development of a publication layout to practice. PCI 3.3. Select verbal and illustrative material for publication taking into account the information needs of the audience and its social significance, use professional computer layout programs, programs for working with raster and vector graphics, as well as professional tools for monitoring the relevance and popularity of a publishing product.
GJR A – Specific implementation of the requirements to artistic and technical design GJR B – Organization and control of print media release	Organization and control of preparation and release of print publications	TPT – project and analysis	PC 4. Ability to organize and control preparation and release of print publications	Alumnus is able to: PCI 4.1. Understand the structure and tasks of the editorial office, pre-press preparation of a publication, print order and receiving circulation, the procedure for developing documentation accompanying editorial and production processes. PCI 4.2. Draw up production documentation, formulate and explain tasks to the project participants (designers, layout designers, proofreaders, etc.)

				using professional terminology; evaluate the quality of work performed at all stages of pre-press preparation of the publication, as well as the printing performance of printed materials. PCI 4.3. He understands the features of receiving authors' originals, editing, proofreading, layout, finished layout, signal copy, finished circulation; transfer of texts to the project participants and delivery of the signed original layout to print; quality control of all types of work on the creation of printed publications.
GJR D – Management of the development of objects and systems of visual information, identification and communication	Preparation of electronic publications for release	TPT – project and analysis	PC 5. Ability to implement basic principles, norms, and rules, technical conditions for preparing electronic publications for release	Alumnus is able to: PCI 5.1. Understand basic principles of creating and editing electronic content (verbal, visual, audio, etc.), select and use software or products for its artistic and technical design and presentation in all types of electronic publications. PCI 5.2. Evaluate the author's intention of the content and form of the electronic publication, offer, if necessary, their adjustment taking into account domestic and foreign experience in the field of creating the concept and layout of the electronic publication, its content and design. PCI 5.3. Develop the concept (or specify the author's concept) of the layout of the electronic publication (content, general concept and tools for its artistic and technical design) taking into account the purpose, readership, copyright, methods of circulation and distribution.
GJR B – Organization and control of print media release	Organization and control of preparation and release of print publications	TPT – project and analysis	PC 6. Ability to organize and control the preparation of electronic publications for release	Alumnus is able to: PCI 6.1. Understand the technology for the preparation and production of electronic publications, standards, specifications, regulatory documents in the field of electronic publications. PCI 6.2. Use modern technical means of communication, professional terminology,

| No | | | formulate tasks for specialists involved in the preparation of an electronic publication (content developers, editors, programmers, designers, etc.). PCI 6.3. Evaluate the content of the electronic publication, monitors its preparation, as well as the quality of the completion of the tasks in the artistic and technical design and publication of materials. |

Professional standards

No	Code and name of professional standard	Document	Generalized job responsibilities
Name of the sphere of professional activity – 06 Information and Communication Technology			
1	06.008 Specialist in Production of Products of Network Publishers and Information Agencies	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No332н dated May 21, 2014 edited by Order of the Ministry of Labor and Social Protection No727н dated December 12, 2016	Specific implementation of requirements for artistic and technical design of a network publisher / website of an information agency. Organization and control of production a network publisher / information agency
Name of the sphere of professional activity – 11 Media, Publishing, and Printing			
2	11.006 Media Editor	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No538н dated August 4, 2014	Organization of the work of the media unit
3	11.008 Specialist in Print Media Production	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No533н dated August 4, 2014	Specific implementation of requirements for artistic and technical media design Organization and control of print media production
4	11.013 Graphic Designer	approved by Order of the Ministry of Labor and Social Protection of the Russian Federation No40н dated January 17, 2017	Management of the development of objects and systems of visual information, identification, and communication

4.4. Alumni's career prospects

Alumni of the Master's program are allowed to work as Lead Editor, Head of Division, Leading Graphic Designer, Chief Designer, Head of Design Project, Art Editor, Head of Design Department, Head of Design Group, Executive Secretary in organization and institution of any type preparing electronic publications, publishing houses and other issuing organizations, printing offices, editorial boards of media, and advertising agencies.

5. Teaching staff

The Master's program is carried out by the teaching staff at NR TSU and people involved in implementation of the BPSP on other conditions.

The share of the teaching staff (given integer values of rates) having education corresponding to the profile of the disciplines (modules) they teach make up 89.62% of the academic faculty carrying out the BPSP.

The share of the teaching staff (given integer values of rates) having an academic degree or an academic title is 81% of the academic faculty carrying out the BPSP.

The share of the teaching staff (given integer values of rates) working as heads or employees of organizations whose activity relates to the profile of the Master's program, having work experience no fewer than three years makes up 16% of the academic faculty carrying out the BPSP.

Director of the Master'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 Master'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 Master's students.

Within the internal system of quality assessment Master'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 Master'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 members of international structures to recognize quality and level of preparedness of students having mastered the Master's program meeting the requirements of professional standards (if available), market requirements to specialists in the relevant profile.

The Master's program *Digital Technology in 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 anonymously and voluntarily fill 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

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