

**Критерии оценивания достижений, представленных для участия в конкурсе портфолио «Магистрант ЮФУ» по направлению 38.04.02 Management (English-taught programs)**

<b>Competitive selection criteria</b>	<b>Number of points</b>
<p><b>Section 1. Motivation Letter</b></p> <p>The applicant must write a motivation letter in any format and include:</p> <ul style="list-style-type: none"> <li>- a justification for choosing Southern Federal University for their master's degree program – why they chose Southern Federal University over another higher education institution, what achievements sparked their interest and influenced their choice, and their planned research and public activities at the university;</li> <li>- a justification for choosing the master's program – how the chosen master's program relates to their current or future professional activities.</li> </ul> <p>Motivation letter format requirements: A4 format; 12 font size; Times New Roman font; line spacing 1.5; page numbers centered at the bottom; margins: left - 30 mm, right - 10 mm, from the top and bottom lines of text to the edge of the page - 20 mm.</p> <p>The motivation letter must be submitted in the language of the educational program and up to 2 pages long.</p>	<b>Max – 10</b>
<p><b>Section 2. Thematic Cases</b></p>	<b>Max – 30</b>
<p><b>Essay</b></p> <p>Essay formatting requirements and evaluation criteria are set out in Appendices No. 2 and 3. Essay topics are provided in Appendix No. 7.</p>	<b>30</b>
<p><b>Section 3. Results of educational activities</b></p>	<b>Max – 50</b>
<p><b>Prize-winning and laureate diplomas for student competitions and olympiads at various levels:</b></p> <p>Documents for participation in international, all-Russian, or regional and international student olympiads and case championships relevant to the master's program profile.</p> <p>Olympiad participant certificates (per certificate):</p> <ul style="list-style-type: none"> <li>- regional</li> <li>- all-Russian</li> <li>- international</li> </ul>	<p><b>4</b></p> <p><b>5</b></p> <p><b>6</b></p>
<p>Olympiad winners' diplomas (per diploma):</p> <ul style="list-style-type: none"> <li>- regional</li> <li>- all-Russian</li> <li>- - international</li> </ul>	<p><b>10</b></p> <p><b>15</b></p> <p><b>20</b></p>
<p><b>Internationally recognized diplomas and certificates confirming English proficiency, including Duolingo and language school</b></p>	

<b>certificates:</b> - corresponding to level B2 - - corresponding to levels C1 and C2	<b>15</b> <b>20</b>
<b>A diploma and transcript confirming previous education in English or a certificate of completion of courses taught in a foreign language as part of a higher education program:</b> - any major or field - corresponding to the educational program profile 38.00.00.	<b>20</b> <b>30</b>
<b>Section 4. Experience in Scientific, Research, and Professional Activities</b>	<b>Max – 50</b>
<b>Publications in scientific journals, in collections of student papers</b>	<b>0-50</b>
A copy of the publication was submitted to collections of student papers and scientific journals indexed in the Russian Science Citation Index (RSCI) (per publication, no more than 10 publications)	<b>5</b>
A copy of a publication in scientific journals from the Higher Attestation Commission list is submitted (for 1 publication, no more than 3 publications)	<b>15</b>
Copies of publications in scientific journals indexed in Scopus or Web of Science (per publication, no more than two)	<b>20</b>
<b>Competition for the best research project or best report, organized by universities</b> (winner and prize winner diploma)	<b>20</b>
Participant's Diploma - Regional - All-Russian - International	<b>3</b> <b>4</b> <b>5</b>
Prizewinner or winner's diploma - regional - all-Russian - - international	<b>7</b> <b>10</b> <b>15</b>
<b>Presentation of a report</b> at scientific conferences on the research topic, supported by documentation (per presentation, no more than 4 presentations)	<b>5</b>
Participation in SFedU <b>Science Week</b> 2025-2026 in training areas within the major group of specialties (38.00.00) (confirmed by a certificate and the Science Week program, which indicates that the presentation was in English) - participant certificate - winner's diploma	<b>10</b> <b>15</b>
<b>Certificates of completion of additional professional education or retraining programs in programs corresponding to the direction of master's degree training</b> (for 1 certificate; no more than 2 certificates)	<b>20</b>
<b>Work experience in the relevant field or professional internship.</b> - 2 years or more - Up to 2 years	<b>30</b>

One or more of the following documents must be provided: a copy of the work record book (extract), certified by the organization's HR department; a copy of the employment contract; a confirmation letter from the place of employment (on the organization's letterhead, with the seal and signature of the official)	<b>20</b>
<b>Letters of recommendation</b> (per letter, maximum 5 letters)	<b>10</b>
<b>Section 5. Achievements considered as a maximum result</b>	<b>100</b>
<ul style="list-style-type: none"> <li>- Diploma winners (medalists, winners, and runners-up) of the All-Russian Student Olympiad "I Am a Professional," confirmed by an electronic certificate and a unique identification number in the areas of study within the major group of specialties (38.00.00);</li> <li>- Winners of the South-Russian Multidisciplinary Olympiad of the Educational Cluster of the Southern Federal District for applicants to master's programs;</li> <li>- Winners of the "Competition for the Best Student Scientific Report," presented in English, as part of the university's "Science Week 2026" in the Management program</li> </ul>	<b>100</b>

The maximum number of points a contestant can receive in the competition is 100 points.

## Essay Format Requirements

Format Requirements: A4 format; 12 font size; Times New Roman font; line spacing 1.5; page numbers centered at the bottom; margins: left - 30 mm, right - 10 mm, from the top and bottom lines of text to the edge of the page - 20 mm. The recommended essay length is up to 10 pages. The essay must be presented in the language of the academic program. All borrowings must be accompanied by references.

Essay Elements to be Evaluated:

1. Relevance of the Topic. The description should allow for an assessment of the relevance of a solution to this problem for modern science and practice.

2. The status of the problem in economic literature, including foreign literature. The review should provide an understanding of the state of the problem selected for analysis.

3. Approaches and Methods. The description of approaches and methods should provide an understanding of the feasibility of solving this problem.

4. Significance for the development of economic science. The description of the theoretical significance should provide an understanding of how a given problem is addressed in science.

5. Significance for the economic development of a city, region, country, or world. The description of the practical significance should provide an understanding of how solving a given problem will improve regional or national positions.

6. Novelty in the author's interpretation of the scientific problem is welcome. The description should provide an understanding of the specific nature of the obtained results and whether the author's position differs from existing theories and concepts. A comparative analysis of the problem using statistical data should be included. The substantiation of the problem should be based on information data and statistical materials confirming the theoretical significance of the problem under consideration.

7. Consistency of presentation, adherence to logic and structure. The description should correspond to a specific logic and structure for presenting the problem.

8. Presence of the author's position and the degree of its justification. The description should contain clear formulations, and the presentation of the material should be accompanied by specific conclusions and theoretical and practical results.

9. Originality of the text. The maximum score is given if the originality of the text is at least 70%.

## Essay Evaluation Criteria

	Structural elements	Evaluation criteria	Degree of compliance with the criterion			
			Fully complies – 3 points	Mostly complies – 2 points	Partially complies – 1 point	Does not comply – 0 points
1	Relevance of the topic	Degree of demand for solving this problem in contemporary science and practice				
2	Degree of development of the problem in economic science	Completeness of the review of literary sources, including foreign publications				
3	Approaches and methods	Completeness and relevance of the approaches and methods used				
4	Significance for the development of economic science	Increment of knowledge in the field of theory				
5	Significance for the development of the economy of the city, region, country and the world	Whether solving this problem can improve regional or national positions				
6	Novelty in the author's interpretation of the scientific problem	How this description of the problem differs from existing scientific groundwork				
7	Comparative analysis using statistical data	Use of statistical data as part of the argumentation				
8	Consistency of presentation	Presence of clear structure and logic in the presentation				
9	Soundness of argumentation	Clarity of formulations, presence of conclusions and results				
10	Originality of the text	The highest score is awarded when the originality of the text is at least 70%				