



Syllabus of the educational discipline «Business analysis and planning technologies»

Specialty	073 - Management
Educational program	073.040 Business Administration
Level of education	Master's (second) degree
Discipline status	Base
Teaching language	English
Course / semester	1 course, 2 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 16 hours, Laboratory studies – 24 hours. Independent training – 110 hours.
Form of final assessment	Exam
Department	Department of Management and Business, Library building, 7th floor, room, tel. 703, (057) 702 01 46, www.kmib-hneu.com
Teacher (-s)	Tysiachna Yunna Sergeevna, PhD (Economics), Associate Professor.
Teacher's contacts	yunna.tysiachna@hneu.net, tel. +380939032524
Days of the classes	according to the current schedule of classes
Consultations	according to the schedule of consultations, Library building, 7th floor, room, tel. 703
The purpose of the discipline is to provide theoretical knowledge and to form applied skills of using the principles, technologies and tools of analysis and planning in business.	
Prerequisites for learning	
<i>"Probability Theory and Mathematical Statistics", "Management", "Information Systems in Management", "Econometrics", "Marketing Management", "Strategic Management", "Fundamentals of Management Consulting", "Development Management", "Business Process Management".</i>	
Content of the educational discipline	
Content module 1. Basics of business analysis	
Theme 1. Introduction to business analysis	
Theme 2. Strategic analysis of the environment	
Content module 1. Analysis and planning technologies	
Theme 3. Tools for defining, implementing and analyzing strategy	
Theme 4. Technologies of enterprise activity planning	
Material and technical support (software) of the discipline	
Multimedia possession for giving lectures. Laboratory classes are carried out in auditoriums equipped with modern computer facilities, using the official Microsoft Office package (Word, Excel, PowerPoint).	
Course page on the Moodle platform (personal training system)	<i>Work program, work plan (technological map) of the discipline, lecture materials, methodological support for laboratory classes and independent work of students are posted on the course pages on the Moodle platform at the link: https://pns.hneu.edu.ua/course/view.php?id=2823</i>
Recommended literature	
1. Клебанова Т. С. Економіко-математичне моделювання : навч. посіб. / КлебановаТ. С., Раєвнева О. В., Прокопович С. В., Степурина С. О. – Х. : ІНЖЕК, 2010. – 350 с. 2. Коростельов В. А. Управлінське консультування: Навч. посібник / В. А. Коростельов. – К.: МАУП, 2003. – 104 с. 3. Bonini Ch. P., Hausman W. H., Bierman H. Quantitative analysis for management. – 9th ed.	



– Boston : Irwin; McGraw-Hill, 1997. – 540 p. 4. Cadle James, Paul Debra, Turner Paul. Business Analysis Techniques. - Swindon : British Informatics Society Limited, 2010. - 260 (XXI) p.
5. Clayton G.E., Giesdrecht M.G. A guide to everyday economic statistics. – 3-td ed. – Boston : Irwin McGraw-Hill, 1995. – 135 p. 6. Ritson N. Strategic management / Neil Ritson. – Frederiksberg : Ventus Publishing ApS, 2011. – 52 p. 7. Six Sigma + Lean Toolset: Executing Improvement Projects Successfully / Ed. by Stephan Lunau; Translated by Astrid Schmitz. – Berlin : Springer-Verlag, 2008. – 315 (VIII) p.

Assessment system of learning outcomes

The final grade in the discipline is calculated taking into account the points obtained for the final tests, and the points obtained during the current control of the accumulative system. The total result in points for the semester is: "60 or more points - credited" (maximum number of points - 100), "59 or less points - not credited" and is entered in the test "Statement of success" of the discipline. In case of receiving less than 60 points, the student must pass the test after the end of the examination session within the period set by the dean of the faculty, but not later than two weeks after the beginning of the semester. More detailed information on assessment is given in the technological map of the discipline.

Accumulation of rating points in the discipline

Types of training	Max points
Lectons	8
aboratory classes	12
Presentation	40
Written test	40
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

Policy of academic integrity: All written works are checked for plagiarism and are allowed to be defended with correct text borrowings of no more than 20%. Write-offs during control works are forbidden (including with use of mobile devices).

Absenteeism policy: Class attendance is a mandatory component of the assessment for which points are awarded. For objective reasons (illness, international internship) training can take place online with the consent of the dean's office.

Policy to perform tasks later than the deadline: works that are submitted in violation of deadlines without good reason, are evaluated at a lower score (-20%). Relocation of modules is with the permission of the dean's office if there are good reasons.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan)of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=2823>).