



**Syllabus of the educational discipline**  
**« Technology analysis and business planning »**

<b>Specialty</b>	<i>073 Management</i>
<b>Educational program</b>	<i>Business administration</i>
<b>Level of education</b>	<i>Master</i>
<b>Discipline status</b>	<i>Compulsory</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>1 course, 2 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 16 hours.</i> <i>Practical studies – 0 hours.</i> <i>Laboratory – 24 hours</i> <i>Independent training – 110 hours.</i>
<b>Form of final assessment</b>	<i>Exam</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Tysiachna Yunna Serhiivna, PhD, Associate Professor</i>
<b>Teacher's contacts</b>	<i>yunna.tysiachna@hneu.net</i>
<b>Days of the classes</b>	<i>According to the schedule of classes</i>
<b>Consultations</b>	<i>According to the schedule of consultations: 703 (library block) – offline; in Zoom - online; both individual and in group</i>
<b>The purpose</b> of the discipline is to provide theoretical knowledge and to form applied skills of using the principles, techniques and tools of analysis of an enterprise's business needs and of developing the decisions meeting these needs.	
<b>Prerequisites for learning</b> <i>Management, Management 2, Marketing, Informatics, Statistics</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1. Business analysis of the external environment of the enterprise</b>	
<b>Topic 1. Introduction to business analysis</b>	
<b>Topic 2. Strategic analysis of the external environment</b>	
<b>Content module 2. The internal environment of the enterprise as an object of business analysis and planning</b>	
<b>Topic 3. Tools for defining, implementing and analyzing strategy</b>	
<b>Topic 4. Survey of the internal environment of the enterprise</b>	
<b>Topic 5. Tools for analyzing prospects and planning the development of the enterprise</b>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lecture materials (presentations), Guidelines to Practical studies, Homework, Tests, Additional learning materials.</i> <a href="https://pns.hneu.edu.ua/course/view.php?id=2823">https://pns.hneu.edu.ua/course/view.php?id=2823</a>
<b>Assessment system of learning outcomes</b> <i>The total score of the discipline consists of class attendance, current control and exam (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points). More detailed information on assessment is given in the technological card of the discipline.</i>	



<b>Accumulation of rating points in the discipline</b>	
<b>Types of training</b>	<b>Max points</b>
Lectures	<b>4</b>
Laboratory studies	<b>6</b>
Presentation	<b>20</b>
Current Written Tests	<b>30</b>
Exam	<b>40</b>
<b>Max points</b>	<b>100</b>
<b>Discipline policies</b> <i>Policy of academic integrity, Absenteeism policy.</i>	
<i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.</i>	

Syllabus approved at the meeting of the Department «22» June 2021. Protocol № 13.