Simon Kuznets Kharkiv National University of Economics

Syllabus of the educational discipline
«Web analytics for business»

Specialty	*all*
Educational program	*all*
Level of education	*Bachelor*
Discipline status	*Selective*
Teaching language	*English*
Course / semester	*2 course, 4 semester*
Number of credits ECTS	5
Distribution by types of trainings and hours of study	*Lectures – 24 hours*
	Laboratory – 24 hours
	Independent training – 102 hours
Form of final assessment	*Test*
Department	*Statistics and Economic Forecasting Department, Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine, phone number +38(057)702-18-32, department website: https://statistics.hneu.edu.ua/*
Teacher (-s)	*Rayevnyeva Olena, Doctor of Science in Economic, Professor* *Aksonova Iryna, PhD (Candidate of Economic Sciences), Associate professor* *Brovko Olha, PhD (Candidate of Economic Sciences), Associate professor* *Shlykova Viktoriia, PhD (Candidate of Economic Sciences), Lecturer*
Teacher's contacts	*olena.raev@gmail.com* *ivaksyonova@gmail.com* *ol.iv.brovko@gmail.com* *v.shlykova@ukr.net*
Days of the classes	*According to the schedule*
Consultations	*According to the consultation schedule*

The purpose of the discipline
acquisition of theoretical knowledge and practical skills on the basics of web analysis of various web resources to assess their effectiveness and optimize business activities

Prerequisites for learning
Form of teaching - practice-oriented course with the use of case study. The discipline is aimed at mastering modern digital practices and technologies of work with information, effective tools of web analytics, understanding that analytics is a key skill in business product management. Knowledge, skills, abilities that the applicant must have to start studying the discipline: the basics of using the Internet, the ability to find information, summarize it and analyze it, computer skills.

Content of the educational discipline
Content module 1. Introduction to web analytics
Topic 1. Introduction to web analytics
Topic 2. Google Analytics - digital search tool
Topic 3. Google Site as an integrator of digital resources
Content module 2. Practice of web analytics application
Topic 4. Google data analysis and visualization tools
Topic 5. Areas of use of web analytics

Logistics (software) of the discipline	*Microsoft Office (Word, Excel, PowerPoint, Google Analytics)*
Course page on the Moodle platform (personal training system)	

The order of assessment of the results of training
The assessment system of students' competences is carried out on a cumulative 100-point system, control measures include: current control, which is carried out during the semester during lectures and laboratory classes and is estimated by the sum of points (maximum - 100 points; minimum - 60 points). Student should be considered qualified if the sum of points obtained by the results of final / semester verify performance, equal to or greater than 60.

More detailed information on assessment is given in the technological card of the discipline

Accumulation of rating points in the discipline

Types of training	Max points
Express survey	**12**
Protection of laboratory works	**54**
Tests	**10**
Seminars	**12**
Modular control work	**12**
Max points	**100**

Discipline policies

The policy of observance of academic integrity, the Policy on omissions of classes, the Policy on performance of tasks after the established term see in the Work program of educational discipline. The policy of the discipline is built taking into account the current legislation of Ukraine and regulations of the University. Teaching discipline is based on the principles of academic integrity, as defined in the Code of Academic Integrity of Simon Kuznets Kharkiv National University of Economics https://www.hneu.edu.ua/akademichna-dobrochesnist/

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline

Syllabus approved at the meeting of the Department «12» November 2021. Protocol № 4.