MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APROVED"

Vice-Rector for Education and Methodical Work

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Karina NEMASHKALO

«Web-analytics for business»

syllabus of the descipline

Field of knowledge	***all***
Specialty	***all***
Educational level	***second (master's)***
Educational program	***all***

Discipline status	***selective***
Language of instruction, teaching and assessment	***English***

Head of department
*statistics and economic
forecasting*

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Kharkiv
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The syllabus has been approved by the Department of Statistics and Economic Forecasting
Protocol № 4 on 12.11.2021

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**Letter of renewal and re-approval of the syllabus
of the academic discipline**

Academic year	Date of the session of the department - developer of syllabus	Protocol number	The signature of the head of the department

Abstract of the discipline

In modern conditions of digital society development the importance of Web-analytics as a system of collecting, analyzing and interpreting statistical information about site visitors of various business structures in order to identify and understand the reasons for their actions and further optimize activities.

The discipline "Web-analytics for business" is aimed at mastering modern digital practices and technologies of working with information, effective tools of web-analytics, understanding that analytics is a key skill in business product management. In the process of studying the discipline there is a practical mastering of the methodology of search engine optimization on the Internet, which involves clarifying the nature, content, purpose and objectives of web analytics, mastering the methodological tools for measuring and analyzing web-data to make decisions aimed at optimizing the use of web-tools firms.

The purpose of the discipline "Web-analytics for business" is to acquire theoretical knowledge and practical skills in the basics of web-analysis of various web-resources to assess their effectiveness and optimize business activities.

The subject of the discipline is a variety of businesses that use digital analytical tools to obtain information on the basis of which sound management decisions are made to optimize activities and further development.

The subject of the discipline are digital tools for searching and analyzing information, web-analytics services that allow you to collect, measure, evaluate data, visualize them, present in order to make management decisions to improve business efficiency.

Characteristics of the discipline

Курс	2
Semester	4
Number of ECTS credits	5
Final assessment	Pass

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Informatics	All disciplines of the curriculum for the preparation of students of the first (bachelor's) level of higher education
Statistics	

Competences and learning outcomes of the study

The discipline "Web-analytics for business" provides students with integrated competence - the ability to solve complex specialized problems and practical problems in the economic sphere, which are characterized by complexity and uncertainty of conditions, which involves the application of theories and methods of economics.

Competences	Program learning outcomes
Ability to understand the organizational and technological components of the web analysis process, the main ways of its implementation, the role of various factors in the process of data collection, processing and analysis	Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate socio-economic indicators
Ability to analyze websites and compile reports using Google Analytics tools. Ability to apply tools of business process analysis,	Use Google Analytics metrics and the CRI system to substantiate proposals and make management decisions by various economic

marketing techniques, management in order to conduct quantitative and qualitative research on business efficiency and make sound management decisions	agents (individuals, households, businesses and public authorities)
Ability to develop a website research methodology, visualize data and use advanced web analytics capabilities	To analyze the effectiveness of the functioning and development of business on the basis of the formation of reports by Google Sheets, the construction of dashboards, modern presentation shells; use A / B site testing and call tracking.
Ability to have the basic methods, ways and means of obtaining, storing, processing information, to have skills in working with a computer as a means of information management	Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports
Ability to develop content strategies, advertising campaigns and business promotion strategies on social networks	Apply the obtained theoretical knowledge in the practical activities of web analysis

The program of the discipline

Content module 1. Introduction to web-analytics

Topic 1. Introduction to web-analytics.
Information society and basics of web-analytics. The importance of navigation services and the evolution of search engines. Modern web-analytics tools. Principles of operation of user statistics collection systems.

Topic 2. Google Analytics - a digital search tool.
History of Google Analytics. Google Analytics settings. Google Analytics metrics and CRI system.

Topic 3. Google Site as an integrator of digital resources.
Types of sites and their functioning. Create and configure Google Site.

Content module 2. Practice of web-analytics application

Topic 4. Google data analysis and visualization tools.
Google data analysis tools (graphs, tables, forms). Google Workspace business applications. Visual analytics as a tool for reporting (presentations).

Topic 5. Areas of use of web-analytics.
Business advertising promotion tools - call-tracking. Web-analytics in social networks. Web analytics for small businesses and startups.

The list of laboratory classes, as well as the content of independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

In the process of teaching the discipline "Web-analytics for business" to implement certain competencies and master the content involves the use of active classroom forms and methods of teaching (problem lectures, discussions, etc.) in combination with the implementation of individual tasks on a particular problem (preparation of analytical materials) presentations, speeches at seminars,

etc.).

Various forms and methods of teaching are used to form competencies and achieve learning outcomes during lectures and laboratory classes: introductory lectures (topics 1-2), problem lectures (topic 5), review lectures with presentations and visual support banks (topics 1-5). , situational tasks, cases.

Laboratory classes are conducted in the form of training sessions using specially developed guidelines for laboratory work, during which methods of organization and implementation of educational and cognitive activities, methods of stimulation and motivation of educational and cognitive activities, methods of control and self-control of educational efficiency are fully used. - cognitive activity. In particular, it is the creation of situations of cognitive novelty (topics 2-5), work in small groups (topic 1), current control (computer testing (topics 1-5)), etc. All classes use presentations of educational material, visualization of students' answers.

Independent work on obtaining competencies in the discipline "Web-analytics for business" includes the development of theoretical foundations of lecture material; doing homework in preparation for seminars and laboratory classes, for rapid questioning and test control, for writing tests.

The procedure for evaluating learning outcomes

The system of assessment of the formed competencies of applicants takes into account the types of classes, which according to the curriculum include lectures, laboratories, seminars, as well as independent work in preparation for various types of control and classes. Assessment of the formed competencies of applicants is carried out according to the accumulative 100-point system.

The current assessment of applicants' knowledge is carried out during lectures, seminars and laboratory classes according to the following criteria:

The lecture is evaluated in 1 point, from them:

1 - express survey, answers to the lecturer's questions. The maximum number of points that a student can receive is 12 points.

Laboratory work is estimated at 6 points, of which:

2 points - the correctness of the answers on the topic of work and knowledge of digital tools used;

2 points - work with Internet resources, selection of statistical data and correctness of calculations;

2 points - report and timely defense of work. The maximum score for laboratory work is 54 points.

Tests are evaluated in 2 points, from them:

50% correct answers - 0.75 points;

75% of correct answers - 1.5 points;

100% correct answers - 2 points. The maximum number of points for completing test tasks is 10.

During the study of the discipline 2 seminars are planned, for which the student can get a maximum of 12 points. For the seminar the student prepares an essay on the proposed topics. Each essay is worth 6 points, of which:

6 - the content and structure of the essay correspond to the purpose of the research, the presentation of research results is offered and analytical explanations and conclusions concerning the set tasks are given; a comprehensive analysis of the object of study;

5 - the content and structure of the essay correspond to the purpose of the research, the presentation of research results is offered and analytical explanations and conclusions concerning the set tasks are given; a sufficient analysis of the object of study, in accordance with the purpose of the essay;

4 - the content and structure of the essay correspond to the purpose of the research, the presentation of research results is offered and analytical explanations and conclusions concerning the set tasks are given; a sufficient analysis of the object of study in accordance with the purpose of the essay, but not sufficiently correctly defined set of indicators for factors influencing business

development;

3 - the content and structure of the essay correspond to the purpose of the research, analytical explanations and conclusions concerning the set tasks are given; sufficient analysis of the object of research in accordance with the purpose of the essay, but there is no presentation of research results and insufficiently correctly defined set of indicators for factors influencing business development;

2 - the content and structure of the essay correspond to the purpose of the study, but the analytical explanations are incomplete, there are no conclusions about the tasks; there is no presentation of research results, the set of indicators by factors that affect business development is not defined correctly enough;

1 - the content and structure of the essay do not meet the purpose of the study

0 - essay not completed.

During the training, one current module control over the first and second content modules is provided. The applicant can receive a maximum of 12 points based on the results of the current control.

Final assessment from the discipline is calculated taking into account the points obtained during the current control of the accumulative system. The applicant may not be admitted to the test if the number of points obtained by the results of the performance test during the current control in accordance with the content module during the semester, in the amount did not reach 60 points.

The applicant should be considered certified if the sum of points obtained from the results of the final / semester performance test is equal to or exceeds 60. The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Rating scale national and ECTS

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		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not pass

Accumulation of rating points in the discipline

Topic		Types of training		Forms of evaluation	Max points
Topic 1. Introduction to web-analytics		*Classroom work*			
	Lecture	Topic 1. Introduction to web-analytics		Express survey	1
				Express survey	1

	Laboratory session	Seminar on the topic 1. Questions for discussion: 1. Information and analytical activities: the history of origin, formation and development. 2. Periodization of the evolutionary development of information and analytical activities. 3. Web-analytical activity as a branch of information industry.	Essay defense	6
	Laboratory session	Seminar on the topic 1. Questions for discussion: 1. Development of web analytics in Ukraine and the world. 2. Modern research of web-analytical activity	Essay defense	6
			Test tasks	2
		Individual work		
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for laboratory classes		
Topic 2. Google Analytics - a digital search tool		*Classroom work*		
	Lecture	Тема 2. Google Analytics is a digital search tool	Express survey	1
			Express survey	1
			Express survey	1
	Laboratory session	Laboratory work on topic 2: Familiarity with Google Analytics.	Protection of laboratory work	6
	Laboratory session	Laboratory work on topic 2: Analyze sites using Google Analytics metrics	Protection of laboratory work	6
	Laboratory session	Laboratory work on topic 2: Reporting with Google Analytics	Protection of laboratory work	6
			Test tasks	2
		Individual work		
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for laboratory classes		
Topic 3. Google Site as an integrator of digital resources		*Classroom work*		
	Lecture	Topic 3. Google Site as an integrator of digital resources	Express survey	1
	Laboratory session	Laboratory work on topic 3: Creating a Google Site	Protection of laboratory work	6
			Test tasks	2
		Individual work		
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for laboratory classes		
Topic 4. Go		*Classroom work*		

	Lecture	Topic 4. Google data analysis and visualization tools	Express survey	1
			Express survey	1
			Express survey	1
	Laboratory session	Laboratory work on topic 4: Data analysis using Google tools	Protection of laboratory work	6
	Laboratory session	Laboratory work on topic 4: Visualization of information space based on Google Workspace applications	Protection of laboratory work	6
	Laboratory session	Laboratory work on topic 4: Filling the created site with content	Protection of laboratory work	6
			Test tasks	2
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for laboratory classes		
Topic 5. Areas of use of web-analytics	*Classroom work*			
	Lecture	Topic 5. Areas of use of web-analytics	Express survey	1
			Express survey	1
			Express survey	1
	Laboratory session	Laboratory work on topic 5: Using Google Analytics tools to study social networks	Protection of laboratory work	6
	Laboratory session	Laboratory work on topic 5: Analysis of the effectiveness of the site	Protection of laboratory work	6
			Test tasks	2
			Written test	12
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for laboratory classes		
Total number of points				100

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