

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ОСНОВИ НАУКОВО-АНАЛІТИЧНИХ ДОСЛІДЖЕНЬ

Методичні рекомендації до виконання курсової роботи
для здобувачів вищої освіти
спеціальності 073 «Менеджмент»
освітньої програми "Бізнес-адміністрування"
першого (бакалаврського) рівня

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FUNDAMENTALS OF SCIENTIFIC AND ANALYTICAL RESEARCH

Guidelines to writing a coursework
for Bachelor's (first) degree students
of specialty 073 "Management"

Study Programme "Business administration"

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Fundamentals of scientific and analytical research

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General requirements for the organization of the preparation, execution, and defense of course works have been established, highlighting the main stages: selection of the research topic; determination of the objective and tasks of the research; consideration of theoretical aspects of problem solution; selection and analysis of materials; formulation of conclusions and evaluation of the obtained results. The topics of course works, structural elements, and requirements for their formatting are presented.

Recommended for higher education students in the field of 073 "Management," study program "Business Administration" at the first (bachelor's) level.

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Introduction

A modern manager should be capable of analyzing a large amount of information coming from various sources. Fundamentals of scientific and analytical research help to develop data analysis skills, to identify key performance indicators, and to make justified managerial decisions.

Changes in the business environment require the use of modern research methods for data collection and analysis. Learning the basic principles of research allows students to utilize contemporary tools and methods to solve real problems in the field of management. Studying the discipline "Fundamentals of Scientific and Analytical Research" at the bachelor's level forms students' skills in a scientific approach to problem-solving. This is crucial for their further development in the field of management and the ability to apply an evidence-based approach in their professional activities.

One of the key competencies of a modern manager is the ability to quickly respond to changes in the business environment. Skills acquired during the study of the discipline "Fundamentals of Scientific and Analytical Research" help students to adapt effectively to new circumstances and make reasonable managerial decisions. The discipline also contributes to the development of innovative approaches in management. Students can use their skills to implement innovative ideas and to improve processes in the field of management.

The coursework on the academic discipline "Fundamentals of Scientific and Analytical Research" is oriented towards the development of creative thinking and research skills in students of higher education. Throughout its composition and defense, the ability to conduct independent scientific research, to assess one's capabilities in determining the path of professional and scientific growth is tested.

The coursework is an independent qualification work for students of higher education in first (bachelor) level. It is undertaken at the final stage of studying the discipline, indicates the level of professional readiness of the student as a future specialist. It is a crucial form of individual work in preparation for the bachelor's thesis. The coursework should include theoretical justification of the set task, analytical and practical parts related to the chosen topic.

The purpose of writing the coursework is to consolidate, deepen, and generalize the theoretical knowledge acquired during the course and apply them in practical activities for the comprehensive solution of a specific professional task; independent processing of normative, reference, scientific literature, scientific works, financial and statistical reporting of the activities of enterprises and organizations; gaining experience in scientific research including the selection, analysis, and systematization of scientific information, formulation of conclusions, and construction of research apparatus.

To achieve this goal, students of higher education must solve the following **tasks**:

- to justify the choice of the coursework topic;

- to study and summarize scientific, informational, and other sources related to the chosen topic and analyze the state of problems within the chosen topic;

- to master the methodology of statistical data processing and analyzing;

- to develop specific measures to solve the problems related to the chosen topic;

- to formalize and present the results of the conducted theoretical and practical research and defend the prepared coursework.

Successful completion of the coursework requires a deep mastery of the methodology of scientific research activity and the assimilation of the basic provisions of general theoretical and special disciplines in the study program.

Obtaining results in the form of a coursework has its principles, methods, technique and technology. The purpose of these methodological recommendations is to provide assistance to students of higher education in the optimal organization of activities related to the completion of the coursework by familiarizing them with the principles of its construction, methods for establishing the reliability and practical significance of results. These recommendations also outline general requirements for organizing the process of completing coursework, its structure and content, defense procedures and formatting.

The learning outcomes and competences formed by the educational discipline are shown in Table 1.

Table 1

Learning outcomes and competences formed by the educational discipline

| Learning outcomes | Competencies that a student of higher education should possess |
|-------------------|--|
| LO3 | GC10 |
| LO4 | GC3 |
| | GC10 |
| LO6 | SC10 |
| | SC18 |
| LO9 | GC9 |
| LO11 | GC3 |
| LO16 | GC5 |
| | GC9 |
| | GC11 |
| LO17 | GC3 |
| | GC5 |
| | GC9 |
| | GC10 |
| | GC14 |
| | SC1 |
| | SC2 |
| | SC9 |
| LO19 | GC5 |
| | SC2 |
| LO21 | GC5 |

where GC3. Ability for abstract thinking, analysis, and synthesis.

GC5. Knowledge and understanding of the subject area and comprehension of professional activities.

GC9. Ability to learn and acquire modern knowledge.

GC10. Ability to conduct research at an appropriate level.

GC11. Ability to adapt and act in a new situation.

GC14. Ability to work in an international context.

SC1. Ability to define and describe the characteristics of an organization.

SC2. Ability to analyze the results of organization's activities, compare them with the factors influencing the external and internal environment.

SC9. Ability to work in a team and establish interpersonal interaction in solving professional tasks.

SC10. Ability to assess performed tasks, ensure their quality, and motivate the organization's personnel.

SC18. Ability to use methods for processing primary information regarding the economic foundations of the organization's functioning to form a system of the most relevant tasks.

LO3. Demonstrate knowledge of theories, methods, and functions of management, modern leadership concepts.

LO4. Demonstrate skills in problem identification and justification of managerial decisions.

LO6. Demonstrate skills in searching, collecting, and analyzing information, calculating indicators to justify managerial decisions.

LO9. Demonstrate skills in interaction, leadership, and teamwork.

LO11. Demonstrate skills in situation analysis and communication in various areas of the organization's activities.

LO16. Demonstrate skills in independent work, flexible thinking, openness to new knowledge, critical and self-critical thinking.

LO17. Conduct research individually and/or in a group under the guidance of a leader.

LO19. Demonstrate skills in analyzing and synthesizing of information, adapting them to analyze and solve problems in various spheres of business and management.

LO21. Demonstrate communicative, research, technological, and cross-cultural skills necessary for analysis of business situations; to prepare, justify and present managerial decisions.

METHODICAL RECOMMENDATIONS FOR COMPLETION A COURSEWORK

Choosing a research topic. The topic of the course work is chosen by the applicant from the topics listed in the methodical recommendations at his own will or on the recommendation of the supervisor of the course work (Appendix A). Topics can be chosen by applicants in accordance with current trends in the development of management processes, methods and technologies in Ukraine and the world.

When choosing a direction for academic research, first of all, it is essential to consider that the topic of the coursework should meet the following criteria:

- be relevant from both practical and theoretical perspectives;
- meet the requirements of higher education standards for completion by the researcher;
- hold potential for further development in the chosen scientific direction;
- be sufficiently provided with relevant primary materials;
- be interesting for the researcher, thereby stimulating investigative initiative.

Thus, when selecting a topic, it is necessary to consider the individual educational and scientific interests of the researcher, as well as the relevance of the topic for practical applications in the field of management.

Students may propose an alternative topic developed independently in accordance with their scientific interests, which should possess either theoretical or practical significance. In such cases, the candidate must substantiate the choice of the topic and coordinate it with the academic supervisor.

Selection and analysis of literature on the chosen topic and the development of a work plan. Literature should be studied starting from simple and popular sources, gradually moving to more complex ones, such as monographs, scientific articles, theoretical developments, and collections of scientific papers. First, general and then special literature is studied. While working with the literature, it is necessary to highlight the main points, to understand the terminology, and identify the author's key ideas and provisions that can be agreed upon. Before composing the coursework text, the gathered material must be reviewed, and only relevant information should be retained. In the coursework, references should be made not only to domestic literature but also to international sources, with a preference for contemporary scientific literature (articles, monographs) from the last 5 years, including works by prominent scholars from the S. Kuznets Kharkiv National Economic University.

Based on the collected literature and defined tasks, a work plan is formulated, which should be structured into three main sections, further detailed into subsections. When designing the work plan, students apply their own experience and skills. The plan should be approved by the academic supervisor and be presented in the content of the coursework. In the process of work, it can be refined or changed.

The gathering and processing of factual material. To solve the tasks set to achieve the goal of the coursework, it is necessary to have statistical data that covers the activities of a specific enterprise or organization. Information sources may include annual financial and statistical reports of companies subject to public disclosure. Also, data for analysis can be obtained through surveys conducted by students using a questionnaire they have developed.

Writing the text part of the work and its design. To write a coursework, it is necessary to know the list of its structural elements and the requirements for presenting information in them.

A coursework should contain the following sections:

Title page;

Contents;

Introduction;

The main part which consists of three chapters: theoretical, analytical and project;

Conclusions.

References.

Appendices.

The title page is drawn up in accordance with Appendix B.

The content is presented at the beginning of the coursework, including the titles and page numbers of all sections and subsections. The cover page and table of contents are not numbered individually but are considered in the overall numbering.

The **introduction** justifies the relevance of the topic, reveals its significance, research objective and tasks, object, subject and research methods. Relevance is a mandatory requirement for any academic work. The concept of "relevance" includes the usefulness and appropriateness of developing the topic for modern science. When justifying the relevance of the topic, it is important to note that the issue is of interest to many economists but contains still unexplored aspects. To find out the state of the chosen topic's development, a brief literature review is conducted, from which it can be concluded that the topic has not been fully explored (or only partially explored, or not in a specific aspect) and therefore requires further development. Relevance may be determined by the prevalence of a phenomenon, its typicality and its importance to a specific field of science. Following this, it is logical to proceed to formulating the research objective and specifying the

tasks that will be solved in accordance with the defined objective.

Defining the objective of the coursework allows to set the range of tasks facing the student and to collect necessary information within the scope of the tasks. The objective of the work should be formulated in a maximally concise yet completely manner.

The objective should not be formulated as "researching...", "studying...", etc., as this indicates the means of achieving the objective rather than the objective itself.

Based on the objective of the work, tasks are identified and presented in the form of a list (analyze..., summarize..., identify..., prove..., demonstrate..., determine..., establish..., clarify..., provide recommendations..., establish a correlation..., make a forecast..., etc.).

Next, it is necessary to determine the object and subject of the research.

The **research object** is a process or phenomenon that gives rise to a problematic situation and is chosen for investigation.

The **research subject** is a part of the research object, a problem (a set of questions) directly examined in the work.

The subject is contained within the object. The object and subject of research, as categories of the scientific process, relate to each other as general and specific. Within the object, a particular part is identified, which becomes the subject of investigation. This subject is the primary focus of the researcher, and **subject defines the topic of the work**, appearing on the title page as the headline.

In the introduction to the coursework, a list of research methods, the informational basis for writing the work, and the practical significance of the obtained results are also provided.

Research methods. The list of research methods used to achieve the goal set in the work is presented. It is recommended to list them considering the sequence of tasks in the work, and meaningfully specifying what was investigated using each method.

Informational basis of the research. The information base consists of scientific developments by domestic and foreign researchers on the issues analyzed, legislative documents, regulatory provisions, financial and statistical reports of enterprises and organizations, data from international organizations, Internet resources, etc.

Practical significance of obtained results. A brief description of the main applied results of the work is presented, identifying possible areas of their

implementation and their impact on the addressed problem. Additionally, directions for applying the developed recommendations in the practical activities of enterprises and organizations are indicated.

The introduction should not exceed 2 pages.

In the chapters of the **main part** of the work, the methodology and technique of the research are considered in detail, and the obtained results are summarized. The main part of the coursework should be 30-45 pages long and consist of three chapters:

- 1) literature review on the topic;
- 2) generalization of analytical information;
- 3) development of main directions (proposals) for improvement in the chosen subject.

The first (theoretical) chapter serves as the theoretical foundation for investigating the studied problem, used to substantiate both theoretical and practical research outcomes. The student presents different points of view on the given problem, analyzing them critically. This chapter includes an analysis of official legislative and regulatory documents, as well as works by domestic and foreign economists. Special attention is given to controversial issues, and the student is expected to critically analyze different points of view and formulate and justify own opinion based on this analysis. Concisely and critically reviewing the works of scholars and professionals, the student should identify unresolved issues. It is advisable to provide viewpoints of individual scholars that most accurately reflect the views of many scientists and analyze them in terms of their reliability and relevance. Proper citations and references to literary sources are mandatory in this chapter.

The theoretical chapter should consist of a minimum of two subsections. The first subsection typically focuses on the analysis of the conceptual framework and includes morphological or content analysis of the terms within the research subject area. The second subsection of the first chapter may include the systematization of contemporary methods, techniques, tools and management technologies within the subject area.

The key points of the theoretical analysis should be summarized in the form of analytical tables. It is advisable to illustrate the text with graphical materials such as diagrams, charts, algorithms and diagrams.

In the **second (analytical) chapter**, a comprehensive and systematic presentation of a specific problem and its implementation mechanism is provided. The second chapter should include an analysis of the functioning

practices of the enterprise, company, or organization relevant to the research topic. This chapter may consist of one or two subsections.

The purpose of the analytical section of the work is to justify the reserves for growth and improvement of quantitative and qualitative indicators of functioning of the researched object. The information basis for the analysis consists of data of the research object in dynamics. Actual digital material can be obtained from official websites of companies, information portals of international organizations, data of the State Statistics Service of Ukraine.

The results of the analysis should be presented in tables, diagrams, and graphs.

The methodological basis for the analysis includes various methodologies that the candidate should find in literary sources.

Based on the analysis of the researched material, personal observations and a critical assessment of practice, the student reveals the actual state of the enterprise, company or organization, identifies the reasons for shortcomings, and explores opportunities for improvement.

Supporting material and tables that take up more than 2 pages should be placed at the end of the work in appendices.

In the **third (project) chapter**, recommendations are developed and justified to enhance the efficiency of management in accordance with the research topic, utilizing new methodologies, borrowing and adapting foreign experience, and using economic-mathematical methods within the scope of the investigated problem.

This chapter should present the essence, purpose, and methods of the proposed measures, provide the initial data and necessary calculations required before implementation in practice.

The proposals should be specific and linked to the theoretical principles discussed in the first chapter.

Conclusions serve as a generalization of the provisions presented in the coursework. They should emphasize the relevance and significance of the research topic overall. The most important theoretical, analytical, and practical results arising from the main part of the coursework should be presented, highlighting key shortcomings and ways for improvement within the subject area. It is advisable to formulate conclusions within each section of the work, highlighting the main points (1-2 theses for each subsection). The conclusion section's length is typically 1-3 pages, and it is appropriate to present each new provision from a paragraph.

The conclusions specify the results of the research specific to the given problematics, in accordance with the set tasks. This may include the development of a conceptual research model; the formulation of a methodology/technology for research/analysis/evaluation, which includes a certain sequence of stages, methods, and expected results for each stage; formation of a system of indicators and its justification; the formulation of a development strategy, considering the resolution of existing problems and ways of their elimination; development of own classification of factors; the assessment of the impact of each factor using analytical and sociological approaches and methods (surveys, scoring, etc.); the development of methodological recommendations for analyzing the research object; the formulation of own research principles; the clarification of fundamental concepts; the addition to existing classifications, etc.

The list of references and appendices logically complements and completes the coursework. The list of references should be arranged in alphabetical order or according to the sequence of references in the text.

Information about the sources included in the list should be presented according to the requirements of the national standard, with the mandatory indication of the titles of works. There should be no fewer than 20 literary sources, with more than half of them being published within the last 5 years. An example of formatting the bibliography is provided in Appendix C.

Appendices contain material necessary for the completeness of the coursework, but its inclusion in the main part may change the logical view of the work or material that cannot be consistently placed in the main part due to its large volume. This may include tables of auxiliary numerical data, company financial reports, instructions and methodologies, illustrative materials of an auxiliary nature.

GENERAL REQUIREMENTS REGARDING THE COURSEWORK DESIGNING

The coursework is completed by the higher education student and submitted to the academic supervisor in printed form on A4 sheets using a computer in *.doc or *.docx format. In addition to the paper, the student prepares a brief (5 minutes) presentation. The presentation should be

accompanied by a concise presentation made in Microsoft PowerPoint (5-10 slides). The slides should include: the title of the paper, the student's last name and first name, the purpose of the paper, main theses of the work, visual materials (tables, diagrams, graphs, charts, etc.), key research results, conclusions, and any other relevant information (at the discretion of the student).

The coursework should be typed in **Times New Roman font (font size 14)** with **1,5 spacing** on one side of A4 white paper (210 x 297 mm).

The text should be formatted with the following margins: left – 25 mm, right – 15 mm, top – 20 mm, bottom – 20 mm.

Tables and figures should be presented in font size 12 Times New Roman with single spacing.

Headings of the structural parts of the paper such as "CONTENT", "INTRODUCTION", "CONCLUSION", "LIST OF REFERENCES", "APPENDICES" and section titles are written in capital letters symmetrically to the text (underlining or line breaks are not allowed).

Subsection headings are written in lowercase letters (except for the first letter) with paragraph indentation. Do not put a dot at the end of the title. The space between the chapter heading and the subsection heading, as well as between the subsection heading and the following text, should be equal to two line spaces.

Each chapter of the coursework should start on a new page.

Page numbering, numbering for chapters, subsections, figures, tables, and formulas, is presented in Arabic numerals without the symbol №.

The first page is the title page (Appendix B), which is included in the overall page numbering of the paper. The title page does not have a page number. On the following pages, starting from the introduction, the page number is placed in the top right corner without a dot at the end, in 12-point Times New Roman font.

The content is placed on a separate sheet after the title page of the coursework in the form of an invisible table with two columns.

Illustrations and tables should be presented directly after the text where they are first mentioned (or moved to an appendix, with a reference in the text to the appendix).

Tables and formulas are also numbered within sections. In the top right corner above the respective table heading, the label "Table" with its number is placed. For example, Table 1.3 (the third table in the first section). When part

of the table is continued on another sheet (page), write "Continuation of Table" (if it's the second or subsequent part), or "End of Table" (if the table takes up more than two pages), and specify the table number, for example: "Continuation of Table 1.2", "End of Table 1.2".

Each table must have a title, which is placed symmetrically above the table text. The table title and the word "Table" start with a capital letter. Do not underline the title. The distance between the word "Table" and the last line of the previous text is one line. The table title is written on the next line. The distance between the table title and the table header, as well as between the table and the next text, should be one line. After the table header, there should be at least 2 table rows on the page. The table should be aligned with the text margins.

Example of table construction:

Table (number)

Table title

| | | | | | | | |
|--------|-----------------------|--|--|--|--|--|--|
| | Table title | | | | | | |
| Header | Headings graph | | | | | | |
| | Subheadings graph | | | | | | |
| Rows | graph | | | | | | |
| | Sidebar (row headers) | | | | | | |
| | Graph (columns) | | | | | | |

Formulas in the paper are numbered within chapters. The formula number consists of the chapter number and the sequential formula number in the chapter, separated by a dot. Formula numbers are written near the right margin of the sheet at the level of the corresponding formula in round brackets, for example: (3.1) (the first formula of the third chapter).

Formulas are placed directly after the text in which they are mentioned. There should be at least one blank line above and below each formula.

Explanations of the meanings of symbols and numerical coefficients should be provided directly below the formula in the sequence in which they are presented in the formula. The explanation of each symbol and numerical coefficient should be presented on a new line. The first line of the explanation

should start with the word "where," without a colon.

For example:

"At the next stage, the coefficient of concordance W is determined:

$$W = \frac{12}{m^2(n^3 - n) - m \sum_{j=1}^m T_j} \sum_{j=1}^n d, \quad (3.1)$$

where T – rate of equal marks,

m – the number of experts,

n – direction of research.

The coefficient of concordance can take values from 0 to 1 and is determined separately for each question. In case of complete agreement of experts' opinions $W = 1.0$.

The illustration number, its title, and explanatory captions are sequentially placed under the illustration. Illustrations (**without a border around the perimeter**) are marked with the word "Fig." and numbered consecutively within each chapter, excluding illustrations provided in the appendices. Example: Fig. 1.2 (the second figure of the first chapter).

The distance between the last line of the previous text and the illustration, between the illustration and its title, between the title of the illustration and its explanatory information, and between the title of the illustration (or explanatory information) and the following text should be equal to 1 line. The caption of the illustration is indented.

If necessary, the list can be presented within points or subpoints. A colon is placed before the list.

Each position of the list starts a new paragraph; there is no need to use Arabic numerals, lowercase Ukrainian alphabet letters, or hyphens. A consistent list style should be maintained throughout the paper. For example:

"The proposed system of indicators meets the following requirements:

suitability for economic-statistical and mathematical analysis;

analytical capability, i.e., the ability to explain the causes of phenomena reflected by the analyzed indicators;

correctness, i.e., providing the necessary reliability of the studied object for practical purposes;

predictability and dynamism, i.e., suitability for reflecting changes in a process or phenomenon over time;

unambiguity, i.e., allowing only one interpretation during interpretation."

When writing the paper, it is necessary to provide references to sources, materials or specific results mentioned in the work. References should be made to the latest editions of publications. References to earlier editions are acceptable only when they contain material not included in the latest edition.

References to sources, materials, or specific results should be indicated by an ordinal number enclosed in two square brackets, for example [15, p.33].

References to illustrations in the paper are made by the ordinal number of the illustration, for example: "As shown in Fig. 1.1...". References to formulas are made by the ordinal number of the formula in parentheses, for example: "... in formula (1.2)". All tables in the paper must be referenced in the text, with the word "table" abbreviated, for example: "... in tab. 1.2". In repeated references to tables and illustrations, it is necessary to indicate the word "see", for example: "see tab.1.2".

Literary sources should be arranged in the list of references in alphabetical order or in the order of mention in the text. Specific examples of literature formatting are provided in Appendix C.

DEFENSE PROCEDURE AND COURSE WORK ASSESSMENT CRITERIA

Three weeks before the end of the semester, the coursework is submitted by the higher education student to the academic supervisor for verification, reviewing and preliminary evaluation.

The main part of the coursework is assessed based on next criteria: content, relevance, author's independence, justification of conclusions, material quality, level of literacy, and quality of formatting. For each criterion, the student receives a certain number of points, which, when summed up, do not exceed 60, with a minimum of 35 points (Table 2).

The paper is not allowed for defense in the following cases: when it lacks originality; is based on outdated literary sources and obsolete statistical material; duplicates the content of another student's coursework; essential questions are not disclosed; statistical material and its graphical representation are not used; there is no connection with practical applications; the formatting of the thesis does not meet the requirements.

In the final academic week, the students present and defend their coursework before a three-person committee appointed by the department from leading members. The defense of coursework is conducted publicly at a

pre-established time.

Table 2

Criteria for evaluating the main part of the coursework

| Criteria | Criteria evaluation content | Maximum number of points for the criteria |
|------------------------------|---|---|
| Content | It is evaluated from the point of view of the quality of the analysis of the given problem, the presence of a theoretical proof, the logic of the presentation of the material, the appropriateness of the use of the scientific apparatus, the absence of contradictions between the tasks of the research | 15 |
| Relevance | Evaluated from the perspective of the proven and justified relevance and timeliness of the conducted work, considering contemporary scientific achievements, and taking into account the latest trends in management | 5 |
| Independence in Execution | Assessed by the manifestation of the student's independent, authorial thought revealed during the research process, considering the compilation of works by other authors and the level of uniqueness in the text. | 15 |
| Justification of Conclusions | Evaluated in terms of the originality and substantiation of conclusions and recommendations provided by the author, with the validity of proposals supported by relevant calculations and the results of the conducted analysis. | 10 |
| Quality of Used Sources | Assessed based on the essence and reliability of the sources used, their relevance, and scientific purpose | 5 |
| Level of Literacy | Evaluated in terms of competent presentation of the work's essence, adherence to the scientific style, proper use of conceptual terminology, and the incorporation of specialized terms | 5 |
| Formatting Quality | Assessed in terms of the alignment of the work's formatting with the specified requirements | 5 |
| Total | | 60 |

The defense procedure consists of the following stages:

author's presentation (establishing the relevance, objectives, scientific and practical significance of the work; the obtained results of the work). The recommended duration of the student's presentation is 5-7 minutes;

responding to questions from committee members and attendees;

summing up the defense of the coursework (providing an evaluation of each student's work).

The presentation must be accompanied by a visual presentation of the coursework.

The defense of the coursework is evaluated on a scale of 40 points, with a minimum of 25 points. When combined with the assessment of the content part of the work, the total score can range from a maximum of 100 points to a minimum of 60 points. The evaluation criteria for the defense of coursework are outlined in Table 3.

Table 3

Evaluation criteria of the students's presentation and answers to questions on the content of the coursework

| Criteria | Scores |
|--|--------|
| Report | 19 |
| Answer to the question of the 1st member of the commission | 7 |
| Answer to the question of the 2nd member of the commission | 7 |
| Answer to the question of the 3rd member of the commission | 7 |
| Total: | 40 |

Thus, the overall evaluation for the completion of the coursework consists of the preliminary assessment by the academic supervisor for the content (maximum **60 points**) and the assessment by the committee for the defense (maximum **40 points**), resulting in a maximum score of **100 points** within the 100-point cumulative grading system.

The best coursework projects may be recommended by the department for submission to national and international competitions.

Recommended references

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Internet resources

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16. Електронний каталог Національної бібліотеки України імені В.І. Вернадського. – Режим доступу: www.nbuv.gov.ua.

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Appendices

Appendix A

Topics of coursework in the discipline "Fundamentals of scientific and analytical research"

1. Improving decision-making at an enterprise.
2. Justification of outsourcing of specific enterprise functions.
3. Improvement of decision-making processes in the production sphere.
4. Improvement of information support for enterprise management based on new digital technologies
5. Development of measures for creation the communication policy of the enterprise
6. Establishment of a management information system
7. Development of a business plan for the enterprise development
8. Development of measures for implementing a controlling system in the enterprise
9. Improvement of the planning system in the enterprise
10. Justification a strategic plan for the enterprise
11. Selection of the enterprise's competitive strategy
12. Making strategic decisions at the enterprise
13. Justification of the knowledge management strategy at the enterprise
14. Implementation of a quality management system in the enterprise
15. Improvement of enterprise activities based on quality management
16. Justification of measures to ensure the competitiveness of the enterprise
17. Justification of measures for the formation and use of the enterprise's production potential
18. Implementation of new management technologies in the enterprise
19. Organization of anti-crisis management in the enterprise
20. Justification of the anti-crisis program at the enterprise
21. Justification of the personnel anti-crisis management system at the enterprise
22. Organization of innovative activities in the enterprise
23. Justification of directions to improve the efficiency of innovative activities at the enterprise
24. Organization of investment activities at the enterprise

25. Justification of measures to improve the efficiency of investment activities at the enterprise
26. Development of an enterprise investment plan
27. Improvement of production organization at the enterprise
28. Justification of the enterprise's production program
29. Justification of directions to improve the efficiency of production activities
30. Planning of production activities at the enterprise
31. Development of measures to reduce production costs and sales expenses at enterprise
32. Improvement of the cost management system in the enterprise
33. Planning of marketing activities at the enterprise
34. Organization of sales activities at the enterprise using information technologies
35. Provision of support and adoption of marketing management decisions
36. Organization of marketing activities using digital technologies
37. Justification of measures for implementing branding at the enterprise
38. Organization of logistical activities at the enterprise
39. Development of measures to increase the productivity of enterprise personnel
40. Formation of a favorable socio-psychological climate in the organization's staff
41. Development of measures for staff development at the enterprise
42. Justification of measures to reduce conflict levels at the enterprise
43. Justification of the personnel incentive system at the enterprise
44. Development of measures for motivating personnel at the enterprise
45. Justification of the labor organization system at the enterprise
46. Improvement of the corporate governance system at the enterprise
47. Formation and development of organizational culture at the enterprise
48. Justification of the implementation of corporate social responsibility at the enterprise
49. Development of measures to support corporate social responsibility at the enterprise
50. Organization of foreign economic activity of the enterprise

An example of design of the title page of a coursework

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

MANAGEMENT AND BUSINESS DEPARTMENT

Coursework
on the course «Fundamentals of scientific and
analytical research»

on the topic «_____»

Student of ____ year studying
_____ group

Speciality 073 “Management”
Educational program «Business
administration»
Hanna VYNOHRADOVA

Supervisor: Doctor of Economics, Prof.
Iryna CHMUTOVA

Score: _____

Committee:

_____ Tetyana LEPEYKO

_____ Iryna CHMUTOVA

_____ Anna CHERNOIVANOVA

Kharkiv – 202_

**Examples of design of bibliographic description
in the list of references used in the coursework
according to the National Standard of Ukraine DSTU 8302:2015**

| Type of source | Examples of formatting |
|---|--|
| 1 | 2 |
| Books: one author | 1. Гуторов О.І. Методологія та організація наукових досліджень : навч. посіб. Х. : ХНАУ, 2017. 57 с. 2. Parker J. Principles of scientific research. 7th ed. London : Editorial, 2017. 301 p. |
| 2 or 3 authors | 1. Бірта Г. О., Бургу Ю. Г. Методологія і організація наукових досліджень : навч. посіб. К. : «Центр учбової літератури», 2014. 142 с. 2. Lepeyko T., Mazorenko O. Basics of the information economy : textbook. Kh. : KHNUE, 2013. 141 p. |
| 4 and more authors | 1. Організація маркетингового управління діяльністю підприємств машинобудівного кластера в умовах глобалізації : монографія / Лепейко Т. І., Пилипенко А. А., Пушкар О. І., Березовський К. М. Х. : ТОВ «Золоті сторінки», 2015. 664 с. 2. Referencing styles / G. R. Edwards et al. Los Angeles : International Publishing, 2010. 280 p. |
| Author(s) and editor(s)/ compilers | 1. Березенко В. В. PR як сфера наукового знання : монографія / за заг. наук. ред. В. М. Манакіна. Запоріжжя : ЗНУ, 2015. 362 с. 2. Дахно І. І., Алієва-Барановська В.М. Право інтелектуальної власності : навч. посіб. / за ред. І. І. Дахна. Київ : ЦУЛ, 2015. 560 с. |
| Without author | 1. Науково-практичний коментар Бюджетного кодексу України / за заг. ред. Т. А. Латковської. Київ : ЦУЛ, 2017. 176 с. 2. Risk-based approach to combating money laundering : monograph / Edited by R. Pukala, I. Chmutova. Jaroslaw : Publishing house of the Bronislaw Markiewicz State Higher School of Technology and Economics in Jaroslaw, 2020. 174 p. |
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| Abstracts of dissertations | 1. Гнатенко Н. Г. Групи інтересів у Верховній Раді України: сутність і роль у формуванні державної політики : автореф. дис. ... канд. політ. наук : 23.00.02. Київ, 2017. 20 с. 2. Varabas D. O. Management of competitive advantages of the company : abstract of diss... PhD in Economics : 08.06.01. K., 2003. 18 p. |

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| Catalogs | 1. Історико-правова спадщина України : кат. вист. / Харків. держ. наук. б-ка ім. В. Г. Короленка; уклад.: Л. І. Романова, О. В. Земляніщина. Харків, 1996. 64 с. 2. Пам'ятки історії та мистецтва Львівської області : кат.-довід. / авт.-упоряд.: М. Зобків та ін.; Упр. культури Львів. облдержадмін., Львів. іст. музей. Львів : Новий час, 2003. 160 с. |
| Bibliographic indexes | 1. Боротьба з корупцією: нагальна проблема сучасності : бібліогр. покажч. Вип. 2 / уклад.: О. В. Левчук, відп. за вип. Н. М. Чала ; Запорізький національний університет. Запоріжжя : ЗНУ, 2017. 60 с. 2. Яценко О. М., Любовець Н. І. Українські персональні бібліографічні покажчики (1856-2013). Київ : Національна бібліотека України ім. В. І. Вернадського, 2015. 472 с. (Джерела української біографістики ; вип. 3). |
| Part of the publication: book, monograph | 1. Лепейко Т. І., Котлик А. В. Сучасні підходи до виділення підсистем підприємства. <i>Концептуальні засади управління підприємством як економічною системою</i> : Монографія / за ред. В. О. Коюда. Харків : Вид. ХНЕУ, 2007. С. 26–47. 2. Goehr L. The concept of opera. <i>The Oxford handbook of opera</i> / ed. by H. M. Greenwald. Oxford, 2014. P. 92–136. |

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| Part of the publication: theses of reports at conferences) | <p>1. Анциперова І. І. Історико-правовий аспект акту про бюджет. <i>Дослідження проблем права в Україні очима молодих вчених</i> : тези доп. всеукр. наук.-практ. конф. (м. Запоріжжя, 24 квіт. 2014 р.). Запоріжжя, 2014. С. 134–137.</p> <p>2. Чмутова І. М. Визначення рівня ризику відмивання коштів за показниками операційного ризику та надійності банку. <i>Економічний розвиток і спадщина Семена Кузнеця</i> : матеріали Міжнародної наукової конференції (Харків, 31 травня – 1 червня 2018 р.). Харків, 2018. С.196-197.</p> |
| Part of the publication: Articles in periodicals (magazines, newspapers) | <p>1. Чмутова І. М., Безродна О. С., Нечипоренко Д. І. Методичний інструментарій оцінювання комплаєнс-ризиків фінансового моніторингу банків. <i>Бізнес Інформ</i>. 2020. №11. С.296–309.</p> <p>2. Kolodiziev O., Chmutova I., Lesik V. Use of causal analysis to improve the monitoring of the banking system stability. <i>Banks and Bank Systems</i>. 2018. Vol.13. Issue 2. P.62–76.</p> |
| Internet resources | <p>1. Чмутова І. М., Андрійченко Ж.О., Довгопола Ю. С. Еволюція та сучасні тенденції розвитку технологій управління фінансово-економічними процесами. <i>Економіка та суспільство</i> : електронне наукове фахове видання. 2017. №11. С. 322–329. URL: http://www.economyandsociety.in.ua/index.php/journal-11 (дата звернення: 12.01.2022).</p> <p>2. Chua N. Y., Lundbye J. Endovascular catheter as a rewarming method for accidental hypothermia. <i>Therapeutic hypothermia and temperature management</i>. 2012. Vol. 2, no. 2. P. 89–91. URL: https://doi.org/10.1089/ther.2012.0001 (date of access: 06.05.2020).</p> |

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EDUCATIONAL EDITION

FUNDAMENTALS OF SCIENTIFIC AND ANALYTICAL RESEARCH

Guidelines to written a coursework

for Bachelor's (first) degree students
of specialty 073 "Management",
Study Programme "Business Administration"

Compilers **Chmutova** Iryna Mykolaivna
Chernoivanova Anna Stepanivna
Sobakar Marharyta Viktorivna

Responsible for the publication *T. I. Lepeyko*

Editor
Corrector

General requirements for the organization of the preparation, execution, and defense of course works have been established, highlighting the main stages: selection of the research topic; determination of the objective and tasks of the research; consideration of theoretical aspects of problem solution; selection and analysis of materials; formulation of conclusions and evaluation of the obtained results. The topics of course works, structural elements, and requirements for their formatting are presented.

Recommended for higher education students in the field of 073 "Management," study program "Business Administration" at the first (bachelor's) level.

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