



Syllabus of the course «Technology of analysis and planning in business»

Specialty	<i>D3 Management</i>								
Study programme	<i>Business administration</i>								
Study cycle (Bachelor, Master, PhD)	<i>Master (second)</i>								
Course status	<i>Compulsory</i>								
Language	<i>English</i>								
Term	<i>1 course, 2 semester</i>								
ECTS credits	<i>5</i>								
Workload	<i>Lectures – 16 hours. Practical studies – 0 hours. Laboratory – 24 hours Independent training – 110 hours.</i>								
Assessment system	<i>Exam</i>								
Department	<i>Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua</i>								
Teaching staff	<i>Kanova Oleksandra Andriivna, PhD, Associate Professor</i>								
Contacts	<i>Oleksandra.kanova@hneu.net</i>								
Course schedule	<i>Lectures and Laboratory: due to timetable</i>								
Consultations	<i>Department of Management, Business and Administration, 210 of the main building – offline, according to the schedule of consultation; individual and in group; chat in PNS</i>								
The purpose 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.									
Structural and logical scheme of the course									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Prerequisites</th><th style="text-align: center;">Postrequisites</th></tr> </thead> <tbody> <tr> <td style="text-align: center;">Management of organizations</td><td style="text-align: center;"><i>Complex training</i></td></tr> <tr> <td style="text-align: center;">Statistics</td><td style="text-align: center;"><i>Diploma thesis</i></td></tr> <tr> <td style="text-align: center;"><i>Informatics</i></td><td></td></tr> </tbody> </table>		Prerequisites	Postrequisites	Management of organizations	<i>Complex training</i>	Statistics	<i>Diploma thesis</i>	<i>Informatics</i>	
Prerequisites	Postrequisites								
Management of organizations	<i>Complex training</i>								
Statistics	<i>Diploma thesis</i>								
<i>Informatics</i>									
Content of the educational discipline									
Content module 1. Business analysis of the external environment of the enterprise									
Topic 1. Introduction to business analysis									
Topic 2. Strategic analysis of the external environment									
Content module 2. The internal environment of the enterprise as an object of business analysis and planning									
Topic 3. Tools for defining, implementing and analyzing strategy									
Topic 4. Survey of the internal environment of the enterprise									
Topic 5. Tools for analyzing prospects and planning the development of the enterprise									
Technical support and software for the discipline: <i>Projector, MS Office, Google Forms, PNS, Zoom</i>									
Assessment system									
Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.									
Current control is carried out during lectures and practical (seminar) classes and aims to assess									



the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program