



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, 1 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 16 hours.</i> <i>Practical studies – 24 hours.</i> <i>Independent training – 110 hours.</i>
Assessment system	<i>Exam</i>
Department	<i>Department of Management, Business and Administration</i> <i>room 210 of the main building</i> <i>phone: (057) 702 01 46 (add. 2-96)</i> <i>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	
Prerequisites	Postrequisites
	Technology of managing the business development
	Complex training
	Pre-diploma internship
	Diploma thesis
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