



Syllabus of the educational discipline «Informatics»

Specialty	<i>D5 Marketing</i>
Educational program	<i>Marketing</i>
Level of education	<i>First high education degree (bachelor)</i>
Discipline status	<i>Mandatory</i>
Teaching, learning and evaluation language	<i>English</i>
Course / semester	<i>1 year of study / 2 semester</i>
Number of credits ECTS	<i>5 credits</i>
Hours distribution by forms of educational process and types of classes	<i>Labs – 50 hrs. Independent (home) work – 100 hrs.</i>
Form of semester evaluation	<i>Credit</i>
Department	<i>Informatics and computer technologies, 702-06-74 (4-38), room 405 (main block), http://www.kafikt.hneu.edu.ua/</i>
Teacher (-s)	<i>Gorokhovatskyi Oleksii, assoc. prof., Ph.D.</i>
Teacher's contacts	oleksii.gorokhovatskyi@gmail.com
Days of the classes	<i>Laboratory works: according to the official schedule</i>
Consultations	<i>According to the schedule, online, by request, individual</i>

The purpose of teaching the course is the formation of future specialists' system of competences in the effective use of modern information technologies and specialized software in professional activities.

Structural and logical scheme of studying an academic discipline

Prerequisites	Postrequisites
Higher mathematics	Probability theory and mathematical statistics Enterprise economics

Content of the educational discipline

Content module 1. *Using the MS Office package to solve economic problems*

Topic 1. Technologies for creating and editing text documents

Topic 2. Using the MS Excel spreadsheet for data processing and analysis

Content module 2. *Using Web technologies in the economics*

Topic 3. Fundamentals of Web design

Topic 4. Creating websites

Content module 3. *Design and use of databases in the economy*

Topic 5. Fundamentals of database design

Topic 6. Designing relational database objects

Required software

*Multimedia projector, MS Office (or alternative text/table editors), Notepad++, 7zip, S. Kuznets
KhNUE Personal Learning Systems, ZOOM*

Evaluation forms and methods

The university uses a 100-point cumulative system for assessing the learning outcomes of higher education students.

Current control is carried out during laboratory classes and is aimed at checking the level of preparedness of the higher education student to perform specific work and is assessed by the sum of the points scored.

Final control includes semester control, which is carried out in the form of a differentiated test.

The maximum possible number of points for current control during the semester is 100 and the minimum possible number of points is 60. Current control includes the following control measures:



laboratory work assignments and their defense; completion of test tasks; current control work.

More detailed information on the system of assessment and accumulation of points for the academic discipline is provided in the work plan (technological map) for the academic discipline.

Discipline policies

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, or biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work.

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