



Syllabus of the educational discipline « Modern methods of business analytics»

Specialty	<i>All</i>
Educational program	<i>All</i>
Level of education	<i>Second (master's)</i>
Discipline status	<i>Selective</i>
Teaching language	<i>English</i>
Course / semester	<i>1 course, 1 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours. Laboratory studies – 20 hours. Independent training – 110 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Statistics and economic forecasting, 61166, Kharkiv, 9a Nauki Ave., S. Kuznets KhNUE, phone +38(057)702-18-32, department website: https://statistics.hneu.edu.ua/</i>
Teacher (-s)	<i>Rayevnyeva Olena, D.Sc. (Economics), Professor (lectures) Brovko Olha, PhD (Economics), Associate professor (laboratory studies)</i>
Teacher's contacts	<i>olena.raev@gmail.com ol.iv.brovko@gmail.com</i>
Days of the classes	<i>According to the class schedule for the 1 semester of 2021-2022 academic year</i>
Consultations	<i>According to the consultation schedule for the 1 semester of 2021-2022 academic year</i>
The purpose <i>acquisition by future specialists in the field of economic analysis of competencies for building economic models and using modern information technologies to assess, analyze and forecast business processes of socio-economic systems that operate in conditions of high uncertainty and risk of both national and global market economy</i>	
Prerequisites for learning <i>List of previously listened disciplines: statistics, computer science, political economy, higher mathematics, microeconomics, macroeconomics. Knowledge, skills, abilities that a student must have to start studying the discipline: basics of statistics, econometrics, computer science, be able to apply mathematical tools and have the skills to work in Microsoft Office applications (Word, Excel, PowerPoint) and Statistica.</i>	
Content of the educational discipline Content module 1. Basics of business analysis. Topic 1. Methodical bases of business process analysis Topic 2. Assessment of the business environment based on international indices Content module 2. Methods of assessment, forecasting and visualization of modern business processes Topic 3. Forecasting trends in the business environment. Topic 4. Research of space-time sets. Topic 5. Data visualization and cloud service tools for business analysis.	
Material and technical support (software) of the discipline <i>Microsoft Office (Word, Excel, PowerPoint, Access) and Statistica.</i>	
Course page on the Moodle platform (personal training system)	<i>https://pns.hneu.edu.ua/course/view.php?id=5300</i>
Recommended literature <i>Main: 1. Антохонова И.В. Методы прогнозирования социально-экономических процессов: Учебное пособие. – Улан-Удэ: Изд-во ВСГТУ, 2004. – 212с. 2. Бабешко Л. О. Основы эконометрического моделирования: Учебное пособие. Изд. 3-е. – М.: Ком книга, 2007. – 432с. 3. Геєць В. М. Моделі і методи соціально-економічного</i>	



прогнозування: підручник / В. М. Гесць, Т. С. Клебанова, О. І. Черняк, А. В. Ставицький та інші. -2 вид., виправ. - Х.: ВД «ІНЖЕК», 2008.- 396 с. 4. Присенко Г.В. Прогнозування соціально-економічних процесів: Навч. посіб. / Г.В. Присенко, Є.І. Равікович — К.: КНЕУ, 2005. — 378 с. 5. Клебанова Т.С., Забродский В.А, Полякова О.Ю., Петренко В.Л. Моделирование экономики. Учебное пособие. — Харьков : Изд. ХГЭУ, 2001. — 140 с. 6. Христиановский В.В., Щербина В.П. Экономико-математические методы и модели: теория и практика: Учебное пособие. — Донецк, 2010. — ДонНУ. — 335 с. 7. Лабораторний практикум з навчальної дисципліни "Статистичне моделювання та прогнозування" для студентів напряму підготовки "Прикладна статистика", / Укл. О. В. Раєвнева, І.В. Чанкіна, Л.А. Гольцяєва – Харків: Вид. ХНЕУ, 2014. – 69 с. (укр. мов).

Assessment system of learning outcomes

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system, control measures include: the current control, carried out during the semester during lectures, laboratory classes, and estimated by the sum of the points scored (the maximum amount is 100 points; the minimum amount that allows the student to get a pass is 60 points); the final / semester control, conducted in the form of a pass, according to the schedule of the educational process. Pass implies the protection of an individual research work (IRW). The IRW covers the program of discipline and involves determining the level of knowledge and the degree of mastery of competences by students.

More detailed information on assessment is given in the technological card of eth discipline.
<https://pns.hneu.edu.ua/course/view.php?id=5300>

Accumulation of rating points in the discipline

Types of training	Max points
Attending lectures	10
Protection of laboratory works	30
Test tasks	10
Creative task (essay)	10
Control work	20
Pass (Individual research work)	20
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

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	satisfactory	
64 – 73	D		not pass
60 – 63	E		
35 – 59	FX	unsatisfactory	
1 – 34	F		

Discipline policies

The policy of the discipline is built considering the current legislation of Ukraine and regulations of the University. The teaching of the discipline is based on the principles of academic integrity, which is defined in the Code of Academic Integrity of the Simon Kuznets Kharkiv National University of Economics <https://www.hneu.edu.ua/akademichna-dobrochesnist/>

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline - <https://pns.hneu.edu.ua/course/view.php?id=5300>

Syllabus approved at the meeting of the Department of Statistics and economic forecasting.
 Protocol № 5 from 10.11.2020