Syllabus of the course

«Web analytics for business»

Specialty	All	All	
Study Programme	All		
Study cycle (Bachelor, Master, PhD)	the first (Bachelor)	the first (Bachelor) level of higher education	
Course status	Selective		
Language	English	English	
Term		second year fourth semester	
ECTS credits	5	5	
Workload	Lectures – 30 hour	Lectures – 30 hours.	
	Practical studies –	Practical studies – 30 hours.	
		Laboratory studies – 0 hours.	
	Self-study – 90 ho	Self-study – 90 hours.	
Assessment system	Grading	Grading	
Department	Department of Stat	Department of Statistics and Economic Forecasting, auditorium	
_	406, 410 (1st build	406, 410 (1st building), phone: (057) 702-18-32, (ext. 4-61),	
	website: <u>https://sta</u>	website: <u>https://statistics.hneu.edu.ua/</u>	
Teaching staff	Sierova Iryna, PhD	Sierova Iryna, PhD in Economics, Associate professor	
Contacts	irina.cevaro@gma	irina.cevaro@gmail.com	
Course schedule		Lectures: according to the schedule	
	-	Practical studies: <u>according to the schedule</u>	
Consultations		At the Department of Statistics and Economic	
		Forecasting, offline, according to the schedule, individual, PNS chat.	
acquisition of theoretical know	Learning objectives an		
web resources to assess their		lls on the basics of web analysis of various	
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Prerequisites	turar anu logicar schem	Postrequsites	
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Course content

Content module 1. *Introduction to web analytics*

Topic 1. Introduction to web analytics

Topic 2. Google Analytics - digital search tool

Topic 3. Google Site as an integrator of digital resources

Content module 2. Practice of web analytics application

Topic 4. Google data analysis and visualization tools

Topic 5. Areas of use of web analytics

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

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 -100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic active participation in the performance of laboratory tasks, defense of a report on laboratory work, presentations, homework.

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.

Educational 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.