

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations and Project Management

SYLLABUS
of academic course
«BUSINESS ANALYTICS»

Degree **Bachelor**
Field of study **29 «International Relations»**
Programme subject area **292 «International Economic Relations»**
Study program: **«International Business»**

The syllabus was developed on the basis of the bachelor study program “International Business” 2021, the Standard of Higher Education of Ukraine for bachelors of specialty 292 “International Economic Relations”.

Author: Iryna Kytsyuk

The syllabus of the course was approved at the meeting of the Department of International Economic Relations and Project Management, record # 1 as of August 31 2021.

Head of the Department:



(A. Boiar)

SYLLABUS

NAME OF THE COURSE	Business Analytics																																																																								
DEPARTMENT	Department of International Economic Relations and Project Management, Faculty of International Relations																																																																								
PERIOD OF REALIZATION	4 th year, 7 th semester, 2024/2025 academic year																																																																								
INSTRUCTOR	Iryna Kytsyuk																																																																								
CONTACT INFORMATION	Kytsyuk.irina@vnu.edu.ua																																																																								
INFORMATION ABOUT INSTRUCTOR AND HIS COMPETENCES	Associate Professor, PhD in Economic Sciences. Fields of interest: international economic relations, international business, international management, corporate governance, sustainable development, corporate social responsibility, non-financial reporting. Fluent in English and Polish.																																																																								
FORM OF REALIZATION	Lectures, seminars																																																																								
ECTS CREDITS	4																																																																								
FORM OF CONTROL	Exam																																																																								
CRITERIA AND FORM OF ASSESSMENT	The academic course final control is carried out in the form of exam (7 th semester). The maximum number of points awarded to student during the exam is 60.																																																																								
	The maximum number of points awarded to student during the entire study of the academic discipline is 100, including:																																																																								
	- 40 points for participation in discussions (lectures and seminars, Independent Research Task);																																																																								
	- 60 points for the final module control.																																																																								
	Necessary minimum for successful completion of the course – 60 points, that is formed as the sum of points for the current assessment (40 points) and the final control assessment (exam) or assessment for module control (60 points).																																																																								
	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th colspan="10">Current control (max. = 40 p.)</th> <th colspan="2">Module control (max. = 60 p.)</th> <th rowspan="3">Total</th> </tr> <tr> <th colspan="5">Module 1</th> <th colspan="5">Module 2</th> <th colspan="2">Module 3</th> </tr> <tr> <th colspan="4">Content Module 1</th> <th colspan="3">Content Module 2</th> <th>IRT</th> <th>FMC 1</th> <th>FMC 2</th> </tr> </thead> <tbody> <tr> <td>Topic 1</td> <td>Topic 2</td> <td>Topic 3</td> <td>Topic 4</td> <td>Topic 5</td> <td>Topic 6</td> <td>Topic 7</td> <td rowspan="2">10</td> <td rowspan="2">30</td> <td rowspan="2">30</td> <td rowspan="3">100</td> </tr> <tr> <td>3</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td colspan="8"></td> <td colspan="2">60</td> </tr> </tbody> </table>											Current control (max. = 40 p.)										Module control (max. = 60 p.)		Total	Module 1					Module 2					Module 3		Content Module 1				Content Module 2			IRT	FMC 1	FMC 2	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	10	30	30	100	3	3	3	3	3	3	3									60
Current control (max. = 40 p.)										Module control (max. = 60 p.)		Total																																																													
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Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	10	30	30	100																																																															
3	3	3	3	3	3	3																																																																			
								60																																																																	
COURSE ETHICS	<p>Attending seminars is a mandatory component of the assessment, for which points are awarded. Missed seminars can be worked out as individual assignments if there is a serious excuse for the missed class. Students who miss seminars without a good reason get lower points.</p> <p>Students must adhere to the principles of academic integrity.</p> <p>All forms of cheating – on the exam, homework, assignments, module control, independent research tasks – are unacceptable.</p> <p>Also, one of the greatest violations of the standards of academic life is plagiarism.</p>																																																																								

GOAL AND OBJECTIVES OF THE COURSE	The general goal of the course "Business Analytics" is to form students theoretical knowledge and practical skills in the field of business analysis. In particular, the ability to search, critically evaluate and process information from various sources; ability to abstract-logical thinking, analysis and synthesis; ability to formulate conclusions, recommendations and proposals; create and find new original ideas; ability to understand the nature and specifics of international business and business security in particular; ability to do business planning, business process modeling and strategic management; ability to analyze financial and economic activities, strategic analysis and diagnosis of crisis processes in the enterprise.
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COURSE DESCRIPTION

THE COURSE IS DIVIDED TO 7 TOPICS TO BE STUDIED DURING ONE SEMESTER

No.	TOPICS
1.	Introduction. Conceptual apparatus. The essence of business intelligence.
2.	Business planning.
3.	Analysis of financial and economic activities of enterprises.
4.	Business process modeling.
5.	Strategic management and business analytics.
6.	Business security.
7.	Diagnosis of crisis processes at the enterprise.

RECOMMENDED LITERATURE

	<ol style="list-style-type: none"> 1. Бізнес-аналітика: навчально-методичний посібник / А.В. Сидорова, Д.В. Біленко, Н.В. Буркіна. Вінниця: ДонНУ імені Василя Стуса. 2019. 104 с. 2. Bartlett, R. (2013). A Practitioner's Guide to Business Analytics: Using Data Analysis Tools to Improve Your Organization's Decision Making and Strategy. New York: McGraw-Hill. 3. Lim, M., G. Griffiths, and S. Sambrook. (2010). Organizational Structure for the TwentyFirst Century. Presented the annual meeting of the Institute for Operations Research and the Management Sciences, Austin, Texas. 4. Madsen, L. (2012). Healthcare Business Intelligence: A Guide to Empowering Data Reporting and Analytics. Hoboken, NJ: John Wiley and Sons. 5. Stubbs, E. (July 2011). The Value of Business Analytics. Hoboken, NJ: John Wiley & Sons.
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REQUIRED LITERATURE

	<ol style="list-style-type: none"> 1. Закон України. Про інформацію // Відомості Верховної Ради (ВВР), 1992, N 48, ст.650. [Електронний ресурс]. – Режим доступу: http://zakon2.rada.gov.ua/laws/show/2657-12. 2. Про рішення Ради національної безпеки і оборони України від 29 грудня 2016 року «Про Доктрину інформаційної безпеки України». Указ Президента України. [Електронний ресурс]. – Режим доступу: http://zakon3.rada.gov.ua/laws/show/47/2017. 3. Arun Sukumar; Lucian Tipi; Jayne Revill (2016). Applied Business Analysis. https://http://bookboon.com/. 4. Bhimasankaram Pochiraju & Sridhar Seshadri (2019). Essentials of Business Analytics. An Introduction to the Methodology and its Applications. Springer Nature Switzerland AG.
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5. Debra Paul; James Cadle; Malcolm Eva; Craig Rollason; Jonathan Hunsley (2020). Business Analysis (4th ed.). BCS, The Chartered Institute for IT.
6. International Institute of Business Analysis and Agile Alliance (2019). Introduction to Business Data Analytics. A Practitioner View. International Institute of Business Analysis, Toronto, Ontario, Canada.
7. Ger Koole (2019). An Introduction to Business Analytics. MG books, Amsterdam.
8. Marc J. Schniederjans, Dara G. Schniederjans, and Christopher M. Starkey (2014). Business Analytics. Principles, Concepts, and Applications. What, Why, and How. Pearson Education, Inc.
9. Державна служба статистики України, офіційний веб-сайт : <http://www.ukrstat.gov.ua/>.
10. Урядовий портал, єдиний веб-портал органів виконавчої влади України : <https://www.kmu.gov.ua/catalog>.
11. Statista, Global No.1 Business Data Platform : <https://www.statista.com/>.
12. DoingBusiness. The World Bank, official website : <https://www.doingbusiness.org/en/doingbusiness>.
13. Global Entrepreneurship Monitor, official website : <https://www.gemconsortium.org/>.
14. World Trade Organization, official website : <https://www.wto.org/>.
15. European Commission, official website : https://ec.europa.eu/info/index_en.
16. World Bank Group, official website : <https://www.worldbank.org/en/home>.
17. Organization for Economic Co-operation and Development, official website : <https://www.oecd.org/>.
18. United Nations Conference on Trade and Development, official website : <https://unctad.org/>.
19. World Economic Forum, official website : <https://www.weforum.org/>.
20. International Monetary Fund, official website : <https://www.imf.org/en/Home>.

STUDY EFFECTS

	Effects	Appropriate criterion code
Competences	<p>Special (professional, subject) competencies</p> <p>Ability to identify features of the functioning of international economic relations environment and models of economic development.</p> <p>Ability to conduct a comprehensive analysis and monitoring of world market conjuncture, to assess the changes in the international environment as well as be able to adapt to changes.</p> <p>Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal- and spatio-temporal relationships.</p> <p>Ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.</p> <p>Ability to identify areas of regulation and apply methods to assess the level of economic security of international business; analyze, evaluate, develop and communicate tactical and strategic schemes for organizing and conducting international business, taking into account strengths and weaknesses, opportunities and threats.</p> <p>Ability to search, critically evaluate and process information from various sources in the field of international business; generate conclusions, recommendations and proposals, new original ideas for (re) organization of business, planning and modeling of business processes and strategic (including crisis) management.</p>	<p>ФК 3, 5, 11, 16, 17, 20</p>
	<p>General competencies</p> <p>Ability to learn and be modernly trained.</p> <p>Skills of Information and communication technology usage.</p> <p>Ability to abstract thinking, analysis and synthesis.</p> <p>Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / economic activities).</p> <p>Knowledge and understanding of the subject area and understanding of professional activity.</p>	<p>ЗК 3, 7, 8, 10, 12</p>

METHODS AND NORMS OF WORK

ECTS credits (1 ECTS = 30 hours of student's work)	4
Total hours	120
Lectures	26
Seminars	20
Consultations	8
Independent work	66
Components of student's independent work	Number of hours
reading literature for classes	5
constant review of the press and other media	5
realization of design works	
conducting research	16
selection of research tools	
data collection	10
data analysis and interpretation	10
preparation for IT classes	
fulfillment of errands and homework	
group work outside the classroom	
inter-semester tests	
final test	
inter-semester written tasks	
final written task	5
preparation of a report / presentation	5
preparation of a written report	
final exam	10
Total hours	66