Simon Kuznets Kharkiv National University of Economics

Syllabus of the course

«Web analytics for business»

Specialty	*All*
Study Programme	*All*
Study cycle (Bachelor, Master, PhD)	*the first (Bachelor) level of higher education*
Course status	*Selective*
Language	*English*
Term	*second year fourth semester*
ECTS credits	*5*
Workload	*Lectures – 30 hours.*
	Practical studies – 30 hours.
	Laboratory studies – 0 hours.
	Self-study – 90 hours.
Assessment system	*Grading*
Department	*Department of Statistics and Economic Forecasting, auditorium 406, 410 (1st building), phone: (057) 702-18-32, (ext. 4-61), website: https://statistics.hneu.edu.ua/*
Teaching staff	*Sierova Iryna, PhD in Economics, Associate professor*
Contacts	*irina.cevaro@gmail.com*
Course schedule	*Lectures: according to the schedule* *Practical studies: according to the schedule*
Consultations	*At the Department of Statistics and Economic Forecasting, offline, according to the schedule, individual, PNS chat.*

Learning objectives and skills:

acquisition of theoretical knowledge and practical skills on the basics of web analysis of various web resources to assess their effectiveness and optimize business activities.

Structural and logical scheme of the course

Prerequisites	Postrequsites
-	-
-	-

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.