



**Syllabus of the academic discipline
«Technology of Analysis and Planning in Business»**

Speciality	<i>073 Management</i>
Education program	<i>Business Administration</i>
Educational qualification	<i>Second (Master)</i>
Type of the discipline	<i>Compulsory</i>
Language of teaching	<i>English</i>
Academic year / Semester	<i>1st academic year, 2nd Semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of classes and hours of study	<i>Lectures – 16 hours. Practical studies – 0 hours. Laboratory – 24 hours Independent training – 110 hours.</i>
Final assessment	<i>Exam</i>
Department	<i>Management and Business department, room 703 (library block), Web page: https://www.kmib.hneu.edu.ua</i>
Lecturer (s)	<i>Kanova Oleksandra Andriivna, PhD, Associate Professor</i>
Contacts of lecturer (s)	oleksandra.kanova@hneu.net
Study days	due to timetable
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal, PNS chat</i>

The purpose of the discipline is to provide theoretical knowledge and to form applied skills of using the principles, techniques and tools of analysis of an enterprise's business needs and of developing the decisions meeting these needs.

Structural and logical scheme of studying an academic discipline

Prerequisites for learning	Postrequisites for learning
Management of Organizations	Master thesis
Risk Management	
Project Management	

Content of the academic discipline

Content module 1. Business analysis of the external environment of the enterprise

Topic 1. Introduction to business analysis

Topic 2. Strategic analysis of the external environment

Content module 2. The internal environment of the enterprise as an object of business analysis and planning

Topic 3. Tools for defining, implementing and analyzing strategy

Topic 4. Survey of the internal environment of the enterprise

Topic 5. Tools for analyzing prospects and planning the development of the enterprise

Material and technical (software) for discipline support

Multimedia Projector, S. Kuznets KhNUE Personal Learning Systems, ZOOM



Learning forms and methods

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

The current control, which is carried out during the semester during practical (seminar) classes and independent work, is assessed by the sum of points scored. The goal is to check the level of preparedness of a student to perform a specific tasks.

The final control includes the semester control, which is carried out in the form of exam.

The maximum possible number of points for the current and final control during the semester – 100, and the minimum possible number of points – 60.

Current control includes the following control measures: tasks by topics; current control works; presentations on topics; and writing essay.

More detailed information on the system of evaluation and accumulation of points for the academic discipline is provided in the Working plan for the academic discipline.

Policies of the academic discipline

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, and 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 on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline.