

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 normative educational component
«Business-analytics»

Higher education level Bachelor

Field of Study – 29 International Relations

Speciality 292 International Economic Relations

Educational and professional program: International Business

The syllabus of educational component «Business-analytics» of the training of bachelors in the field of study 29 «International Relations», speciality 292 «International Economic Relations», within the educational and professional program «International Business».

Developer: Kytsyuk I. V., PhD in Economic Sciences, Associate Professor, Associate Professor of the Department of International Economic Relations and Project Management.

AGREED

Guarantor of the educational and professional program



(A. O. Boiar)

The syllabus of educational component is approved at the meeting of the International Economic Relations and Project Management Department

Protocol No. 1 of August 29th, 2024.

Head of the Department



A. O. Boiar

1. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of study, speciality, educational and professional program, higher education level	Characteristics of the educational component
Full-time study	<i>29 International Relations</i> <i>292 International Economic Relations</i> <i>International Business</i> <i>Bachelor</i>	Normative
The number of hours / credits 120 /4		Year of study – 2027-2028
		Semester – 7 th
		Lectures – 32 h.
		Seminars – 28 h.
Individual task (INDT): yes		Independent work – 52 h.
		Consultations – 8 h.
		Form of control: Exam
Language of study: English		

II. INFORMATION ABOUT THE TEACHER

Full name Iryna Kytsyuk

Academic Degree PhD in Economic Sciences

Academic status Associate Professor

Position Associate Professor of the Department of International Economic Relations and Project Management

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Timetable: <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Summary.

The educational component is designed to introduce students to the conceptual apparatus, essence and features of business analytics in the field of international business. The acquired knowledge and skills can be used in practical activities and are necessary for forming a highly qualified specialist in the field of international economic relations and international business in particular.

2. Prerequisites: Information Technologies in International Relations, Mathematics and Statistics for an International Economist.

Postrequisites: Regulation and Security of International Business, Accounting and Analysis of Foreign Economic Activity, Management and Marketing in International Business.

3. Purpose and tasks of the educational component.

The general goal of the «Business Analytics» course is the formation of students' theoretical knowledge regarding the order of organization and implementation of analytical work in the field of international business and the development of practical skills in collecting, processing and using the received information, mastering the methodology and tools of modern analysis in international business. The educational component is focused on forming in students a comprehensive vision of the methodology, modern trends and current problems of business analytics in international business. However, the educational component is also aimed at the development of certain skills, such as critical thinking, integration of knowledge on different topics, awareness and openness to current initiatives in the economy.

4. Learning outcomes (competencies).

Special (professional) competencies (PC):

PC2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge about the functioning and development of international economic relations.

PC3. Ability to identify features of the functioning of the environment of international economic relations and models of economic development.

PC4. Ability to substantiate the peculiarities of the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PC5. Ability to conduct a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

PC6. Ability to analyze international markets for goods and services, tools and principles of international trade regulation.

PC7. Ability to analyze theories and mechanisms of implementation of international monetary, financial and credit relations.

PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.

PC9. Ability to diagnose the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PC11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.

PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

PC17. 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.

PC20. 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 anti-crisis) management.

General competencies (GK):

GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine;

GC 2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.

GC 3. Ability to study and be modernly trained.

GC 4. Ability to plan and manage time.

GC 6. Ability to communicate in foreign languages.

GC 7. Skills in the use of information and communication technologies.

GC 8. Ability to abstract thinking, analysis and synthesis.

GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).

GC 11. Ability to work in a team.

GC 12. Knowledge and understanding of the subject area and understanding of professional activity.

5. The structure of the educational component.

Names of content modules and topics	Total	Lec.	Pr.	Ind.	Cons.	Control form*/Points
Content module 1. <u>Basics of analytical activities in international business</u>						
Topic 1. Topic 1. The essence and evolution of analytical activities in the field of international business.	5,5	2	1	2	0,5	DS/1
Topic 2. Basic principles of analytical activities in	5,5	2	1	2	0,5	DS/1

the field of international business.						
Topic 3. Business planning.	6,5	2	2	2	0,5	DS/2
Topic 4. Analysis of financial and economic activities of enterprises.	8,5	2	2	4	0,5	DS/2
Topic 5. Business process modeling.	8,5	2	2	4	0,5	DS/2
Topic 6. Strategic management and business analytics.	8,5	2	2	4	0,5	DS/2
Topic 7. Business security.	6,5	2	2	2	0,5	DS/2
Topic 8. Diagnosis of crisis processes at the enterprise.	8,5	2	2	4	0,5	DS/2
Together for Content Module 1.	58	16	14	24	4	14
Content module 2. <u>Methodological and practical aspects of analytical activities in international business</u>						
Topic 9. Tools and methods of analytical activities in the field of international business.	17	4	4	8	1	DS/2 RZ/K/2
Topic 10. Dashboards in Excel. Data visualization.	24	6	6	10	2	RZ/K/2 RZ/K/2 RZ/K/3
Topic 11. Dashboards in Power BI. Data visualization.	21	6	4	10	1	RZ/K/2 RZ/K/3
Together for Content Module 2.	62	16	14	28	4	16
Types of final works:						
INDS						10
Final Module Control/Exam						60
Total hours/Points	120	32	28	52	8	100

Control methods*: DS – discussion, DB – debate, T – tests, TR – training, RZ / K – solving problems / cases, INDS / IRS – individual task / individual work of the applicant for education, RMG – work in small groups, MKR / KR – modular test paper / test, P – abstract, as well as analytical note, analytical essay, analysis of the work, etc.

6. INDS.

Using the available data, you need to build a visualization in Power BI.

IV. ASSESSMENT POLICY

Attendance policy: Attendance at classes is a mandatory component of the assessment, for which points are awarded. For objective reasons (e.g. illness, international internship, participation in scientific events, etc.), training can take place during this period in online form in agreement with the teacher and the dean of the faculty.

Academic Integrity Policy:

All written works are checked for plagiarism and are allowed for defense with correct text borrowings of no more than 20%. Cheating during the current control / modular control and during the exam (including using mobile devices) is unacceptable (such works are not counted).

Deadline and retake policy:

Works that are submitted in violation of deadlines without a valid reason are evaluated for a lower grade. Retaking the topics of seminar classes or completing tasks for current control / modular control occurs in the presence of valid reasons (for example, sick leave).

Also, the student has the right to recognition of learning outcomes obtained in *formal, non-formal and/or informal education* (<https://cutt.ly/9wPgvTK1>).

V. FINAL CONTROL

The form of final control is an exam, which is conducted orally.

The semester exam is a form of final control of the student's assimilation of theoretical material and practical skills and abilities in a separate educational component (academic discipline) for a semester.

The total points for the course are 100, including:

- up to 30 points for participation in discussions at lectures and seminars;
- up to 10 points for implementation of the INDT;
- up to 60 points – modular control paper / exam.

The required minimum to complete the course automatically (without taking the exam) is 75 points, which is formed as the sum of points for the current assessment (up to 40 points) and the final assessment (modular control work) (up to 60 points).

If a student scores less than 75 points, or wants to improve his rating, the exam is mandatory and is carried out during the exam session in accordance with the approved schedule. In this case, the final modular control is not taken into account, and the exam results are evaluated on a scale from 0 to 60 points.

If after the exam the student scored less than 60 points (in total for the course), he/she retakes the exam during the liquidation of academic debt. In this case, the points scored during the first passing of the exam are cancelled, and the points for the current assessment remain unchanged. The maximum number of points during the liquidation of academic debt is 60. Retaking the exam is allowed no more than twice: once – to the teacher, the second – to the commission created by the dean of the faculty. The required minimum for successful completion of the course is 60

points (see the Regulations on the current and final assessment of the knowledge of applicants of Lesya Ukrainka National University – <http://surl.li/prwyvs>).

Questions for exam:

1. The essence of business analytics.
2. The evolution of analytical activities in the field of international business.
3. Key concepts of business analytics.
4. Basic principles of business analytics.
5. Types of business analytics.
6. Business planning.
7. Analysis of financial and economic activities of enterprises.
8. Business process modeling.
9. Strategic management and business analytics.
10. Business security.
11. Diagnosis of crisis processes at the enterprise.
12. PEST analysis.
13. PESTLE analysis.
14. SWOT analysis.
15. MOST analysis.
16. SCRS analysis.
17. Business Process Modeling: improving efficiency and identifying gaps.
18. CATWOE: analysis of stakeholders and their perspectives.
19. Dashboards in Excel.
20. Data visualization in Excel.
21. Dashboards in Power BI.
22. Data visualization in Power BI.

VI. RATING SCALE

Score	Linguistic assessment	Evaluation on the ECTS scale	
		Point	Explanation
90 – 100	Excellent	A	excellent job
82 – 89	Very Good	B	above average level
75 - 81	Good	C	overall good job
67 -74	Satisfactory	D	not bad
60 - 66	Enough	E	execution meets minimum criteria
1 – 59	Unsatisfactory	Fx	a retake of the exam is required

VII. RECOMMENDED LITERATURE

1. Asher Noah, Abill Robert, Okunola Ezekiel, Ada John (2024). Best Practices for Enhancing Business Security. URL: <https://surl.li/ywcraf>

2. Business Ready. The World Bank, official website: <https://www.worldbank.org/en/businessready>
3. Debra Paul; James Cadle; Malcolm Eva; Craig Rollason; Jonathan Hunsley (2020). Business Analysis (4th ed.). BCS, The Chartered Institute for IT.
4. European Commission, official website: https://ec.europa.eu/info/index_en
5. Global Entrepreneurship Monitor, official website: <https://www.gemconsortium.org/>
6. International Institute for Management Development website: <https://www.imd.org/>
7. International Monetary Fund, official website: <https://www.imf.org/en/Home>
8. Jose Gabriel Carrasco Ramirez. The Power of Planning: How Business Plans Drive Effective Management Strategies. Integrated Journal of Science and Technology. Vol 1, Issue 3, March 2024. URL: <https://surl.li/xozutj>
9. Kurpiela, S., Teuteberg, F. Linking business analytics affordances to corporate strategic planning and decision making outcomes. Inf Syst E-Bus Manage 22, 33–60 (2024). <https://doi.org/10.1007/s10257-023-00661-z>
10. Majid Nabavi, David L Olson, Wesley S Boyce. Introduction to business analytics, 2nd edition. Business Expert Press, 2020. P. 194.
11. Nicolas Pröllochs, Stefan Feuerriegel. Business analytics for strategic management: Identifying and assessing corporate challenges via topic modeling. Information & Management. Volume 57, Issue 1, January 2020. DOI: <https://doi.org/10.1016/j.im.2018.05.003>
12. Organization for Economic Co-operation and Development, official website : <https://www.oecd.org/>
13. Statista, Global No.1 Business Data Platform: <https://www.statista.com>
14. United Nations Conference on Trade and Development, official website: <https://unctad.org/>
15. Vernon Richardson, Marcia Weidenmier Watson. Introduction to Business Analytics. McGraw Hill, 2023. P. 930.
16. World Bank Group, official website: <https://www.worldbank.org/en/home>
17. World Economic Forum, official website: <https://www.weforum.org>
18. World Trade Organization, official website : <https://www.wto.org>
19. Актуальні проблеми системного аналізу та моделювання процесів управління / За ред. В. Пономаренка, Л. Гур'янової, Я. Пеліової, Е. Ніжинського. Братислава-Харків : ВШЕМ–ХНЕУ ім. С. Кузнеця, 2023. 409 с.
20. Бізнес-аналітика: навчально-методичний посібник / А.В. Сидорова, Д.В. Біленко, Н.В. Буркіна. Вінниця: ДонНУ імені Василя Стуса. 2019. 104 с.

21. Болюбаш Н. М. Інтелектуальний аналіз даних: навч. посіб. Миколаїв: Вид-во ЧНУ ім. Петра
22. Державна служба статистики України, офіційний веб-сайт: <http://www.ukrstat.gov.ua/>
23. Закон України. Про інформацію // Відомості Верховної Ради (ВВР), 1992, N 48, ст.650. URL: <http://zakon2.rada.gov.ua/laws/show/2657-12>
24. Про рішення Ради національної безпеки і оборони України від 29 грудня 2016 року «Про Доктрину інформаційної безпеки України». Указ Президента України. URL: <http://zakon3.rada.gov.ua/laws/show/47/2017>
25. Урядовий портал, єдиний веб-портал органів виконавчої влади України: <https://www.kmu.gov.ua/catalog>