

FUNDAMENTALS OF BUSINESS ANALYSIS

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Management of Organizations and Administration	Department	Management and taxation
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURERS

Pavlo Brin, pavlo.brin@kphi.edu.ua



PhD (Economics), Associate Professor, Professor of Management and Taxation Department (NTU “KhPI”)
 Authored and co-authored over 150 scientific publications. Courses: Fundamentals of Management, Strategic Management, Fundamentals of Business Analysis

GENERAL DESCRIPTION OF THE COURSE

Summary	The course aims to gain the knowledge and skills needed to conduct the analysis of internal and external environment of a company needed to develop an effective business strategy
Course objectives	<ul style="list-style-type: none"> ● to develop an understanding of management of the organization ● to form skills of: investigating data to establish new relationships and patterns; analyzing the correlation between different variables; understanding and exploring problems in business; using tools such as Excel and open sources to interpret data; using analytics to solve business problems
Types of classes and control	Lectures, practical classes, consultations. Final control - credit
Term	5

Student workload (credits) / Type of course	5 / Free choice	Lectures (hours)	16	Workshops (hours)	32	Self-study (hours)	72
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Program competences	GC03. The ability to abstract thinking, analysis, synthesis. GC04. The ability to apply knowledge in practical situations. GC05. Knowledge and understanding the subject area and understanding the professional activity.
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GC09. The ability to learn and to master modern knowledge.
 GC11. The ability to adapt and perform in a new situation.
 GC12. The ability to generate new ideas (creativity).
 SC01. The ability to identify and describe the characteristics of organizations.
 SC02. The ability to analyze the results of organization activity, to compare them with the factors of the external and internal environment.
 SC03. The ability to identify prospects of organization development.
 SC04. The ability to determine the functional areas of the organization and the relationships between them.
 SC05. The ability to manage the organization and its units through the management functions realization
 SC06. The ability to act socially responsible and consciously.
 SC07. The ability to choose and to use modern tools of management.
 SC08. The ability to plan the organization activity and to manage the time.

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO03. To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership	Interactive lectures with presentations, discussions, workshops, case-based learning	Written assignment (CAS), practical assessment (CAS), online tests (CAS), exam (FAS)
LO 04. To show skills of identification of problems and justification of management decisions.	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written assignment (CAS), practical assessment (CAS), exam (FAS)
LO05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written assignment (CAS), practical assessment (CAS), exam (FAS)
LO 08. To apply management methods to ensure the effectiveness of the organization.	Interactive lectures with presentations, discussions, workshops, project-based learning, teamwork	Written assignment (CAS), online tests (CAS), exam (FAS)
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignment (CAS), data collection and reporting on fieldwork (CAS)
LO 17. To conduct research individually and/or in a group under the leadership of the leader.	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written assignment (CAS), data collection and reporting on fieldwork (CAS)

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D	satisfactory	
	60-63	E		
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%).
40% Final exam: written assignment (theory + problem solving) and its oral presentation.
60% Continuous assessment: online tests and practical individual assignment.

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

COURSE STRUCTURE AND CONTENT

Lecture 1	Introduction to Business Analysis	Workshop 1-2	Main parts of business analysis	S e l f - s t u d y	Main clients of business analysis
Lecture 2	Working with data: analytical methods	Workshop 3-4	Software for working with data		Analysis of statistical data by industries of Ukraine
Lecture 3	Fundamentals of Market analysis	Workshop 5-6	Conducting the industry analysis		Main economic features of an industry
Lecture 4	Fundamentals of Marketing analysis	Workshop 7-8	Conducting the analysis of marketing mix		Strategic Marketing
Lecture 5	Fundamentals of Financial analysis	Workshop 9-10	Horizontal and vertical analysis		Analysis of financial statement of a company
Lecture 6	Fundamentals of Strategic analysis	Workshop 11-12	Choosing the type of competitive advantage		SWOT matrix
Lecture 7	Fundamentals of Risk analysis	Workshop 13-14	Main methods of risk mitigating		Diversification of risks
Lecture 8	Fundamentals of Portfolio analysis	Workshop 15-16	Basic matrixes of portfolio analysis		The Ansoff's matrix

RECOMMENDED READING

1. Blais, S. P. (2011). *Business analysis: Best practices for success*. John Wiley & Sons. <https://cutt.ly/3EVdzUg>
2. Weese, S., & Wagner, T. (2017). *CBAP/CCBA certified business analysis study guide*. John Wiley & Sons. <https://cutt.ly/8EVfpjn>
3. Jenkins, W., & Williamson, D. (2015). *Strategic management and business analysis*. Routledge. <https://cutt.ly/zEVf1Ej>
4. Srivastava, RM, & Verma, S. (2012). *Strategic management: Concepts, skills and practices*. PHI Learning Pvt. Ltd. <https://cutt.ly/KELOAlr>
5. Andersen, TJ (2013). *Short introduction to strategic management*. Cambridge University Press. <https://cutt.ly/BEL2uxc>
6. Lam, J. (2014). *Enterprise risk management: from incentives to controls*. John Wiley & Sons. <https://cutt.ly/dEVgbDr>
7. Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* Boston, MA: Pearson. <https://cutt.ly/oEVjrof>

- 1 Management (2019) Krasnokutskaya NS, Linkova OY, Nashchekina OM etc. Kharkiv: 2019. 232 p.
1. Krasnokutskaya NS (2017) *Strategic management: a textbook for students of economic specialties* / NS Krasnokutskaya, IA Kabanets Kharkiv: NTU "KhPI", 2017. 460 p.
2. Thompson, A. A., Strickland, A. D. (2012). *Strategic management. The art of strategy development and implementation*.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI".

The content of this syllabus is consistent with the Performance Management course program.