



## Syllabus Course Program



# Fundamentals of Business Analysis

**Specialty**

073-Management

**Educational program**

Business Administration

**Level of education**

Bachelor's level

**Semester**

4

**Institute**

Institute of Education and Science in Economics,  
Management and International Business

**Department**

Management (204)

**Course type**

Mandatory

**Language of instruction**

English

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## Lecturers and course developers

**Pavlo Brin**

[Pavlo.Brin@khpi.edu.ua](mailto:Pavlo.Brin@khpi.edu.ua)

PhD in Economic Sciences, Associate Professor, Professor of Department  
of Management

Authored and co-authored over 200 scientific publications. Teaches  
courses: "Fundamentals of Management", "Strategic Management",  
"Fundamentals of Business Analysis"

[More about the lecturer on the department's website](#)

## General information

### 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 and goals

- 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

### Format of classes

Lectures, workshops, consultations, self-study. The course ends with a final exam.

### Competencies

GC03. The ability for abstract thinking, analysis, synthesis.

GC04. The ability to apply knowledge in practical situations.

GC05. Knowledge and understanding of the subject area and understanding of the professional activity.

GC09. The ability to learn and to master modern knowledge.

GC10. The ability to conduct research at an appropriate level.

SC02. The ability to analyze the results of an organization's activity, to compare them with the factors of the external and internal environment.

SC03. The ability to identify prospects for organizational development.

SC04. The ability to determine the functional areas of an organization and the relationships between them.

SC12. The ability to analyze and structure the organizational problems, make informed and justified decisions.

SC16. The ability to generate business ideas, to justify their feasibility and forms of their implementation as well as present them to stakeholders

### **Learning outcomes**

LO 04. To demonstrate the ability to identify problems and justify managerial decisions.

LO 07. To demonstrate the skills of organizational planning.

LO 12. To evaluate the legal, social, and economic outcomes of an organization's functioning.

LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

LO 17. To conduct research individually and/or in a group under the supervision of a leader.

LO 18. To plan business activities and organize the provision of resources to a business entity.

### **Student workload**

The total volume of the course is 180 hours (6 ECTS credits): lectures - 32 hours, workshops - 32 hours, self-study - 116 hours.

### **Course prerequisites**

Theory of Organization

### **Features of the course, teaching and learning methods, and technologies**

Interactive lectures with presentations, discussions, workshops, project-based learning, teamwork, gamification, case studies

## **Program of the course**

### **Topics of the lectures**

Lecture 1-2 Introduction to Business Analysis  
Lecture 3-4 Working with data: analytical methods  
Lecture 5-6 Fundamentals of Market analysis  
Lecture 7-8 Fundamentals of Marketing analysis  
Lecture 9-10 Fundamentals of Financial analysis  
Lecture 11-12 Fundamentals of Strategic analysis  
Lecture 13-14 Fundamentals of Risk analysis  
Lecture 15-16 Fundamentals of Portfolio analysis

### **Topics of the workshops**

Workshop 1-2 Main parts of business analysis  
Workshop 3-4 Software for working with data  
Workshop 5-6 Conducting the industry analysis  
Workshop 7-8 Conducting the analysis of marketing mix  
Workshop 9-10 Horizontal and vertical analysis  
Workshop 11-12 Choosing the type of competitive advantage  
Workshop 13-14 Main methods of risk mitigating  
Workshop 15-16 Basic matrixes of portfolio analysis

### **Topics of the laboratory classes**

This course does not include laboratory classes.

## Self-study

The topics of Self-studying: Main clients of business analysis; Analysis of statistical data by industries of Ukraine; Main economic features of an industry; Strategic Marketing; Analysis of financial statement of a company; SWOT matrix; Diversification of risks; The Ansoff's matrix.

## Course materials and recommended reading

1 Blais, S. P. (2011). Business analysis: Best practices for success. John Wiley & Sons.

<https://cutt.ly/3EVdzUq>

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>

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>

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

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.

### Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

Head of the department  
Olena PROKHORENKO

Date, signature

Guarantor of the educational  
program  
Olena PROKHORENKO

