

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



EUROPEAN SCHOOL  
OF BUSINESS



# SYLLABUS



Course Name 

 Business intelligence

Lecturer (s) 

 Iryna Boiarko, Doctor of Economics, professor, professor at the Department of Management, Finance and Business Administration

Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#close>

Consultations

online consulting

 Every Wednesday 2 p.m. – 3 p.m.

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Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam



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## 1 Brief discipline annotation

The course provides comprehensive knowledge in business analysis and is aimed at those wishing to understand the basic functions and objectives of business intelligence. The course is based on mastering technologies that allow exploring, modeling and improving company's business processes. Great attention is paid to efficiency and optimization issues as well as the experience in adopting studied technologies in activities of enterprises and organizations. Development of students' systemic knowledge and competencies required for professional activities in business analysis and analytical processing of economic processes to support managerial decision making using contemporary methods and tools for modeling business processes, finding the most appropriate solutions for successful business operations and business environment analysis of international and national companies.

## 2 Background for studying discipline

Understanding of concepts of business analysis and business process and their key characteristics; knowledge of basic professional requirements, business intelligence and its functions in the management of business processes of the enterprise by international business entities.

## 3 Goal and objectives of the discipline

**The goal** of the Business intelligence discipline is to provide students with systematic knowledge and competencies required for professional activities in business analysis and analytical processing of economic processes to support managerial decision making using contemporary methods and tools for modeling business processes, finding the most appropriate solutions for successful business operations and business environment analysis of international and national companies.

Key objectives of the Business intelligence discipline are to provide students with a system of knowledge, skills and abilities in the process approach to management, the idea of the main objectives of international business intelligence, basic techniques and methods used in their solution, the place and role of business intelligence in the management of the enterprise by the international business entity.

## 4 Learning outcomes

PLO 4. To show skills in defining problems and grounding managerial decisions.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 7. To determine organization design skills.

PLO 8. To apply management methods for ensuring efficient organization operations.

## 5 ECTS credits

90 academic hours / 3 ECTS credits

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
1		p	lab.	ind.	i. w.	1		p	lab.	ind.	i. w.	
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Theoretical foundations and standards of international business intelligence</b>												
Topic 1. Business processes as the foundation for business intelligence activities.	7	2	2	-	-	3	12	2	-	-	-	10
Topic 2. Business process analysis and management of international business entities.	11	4	4	-	-	3	12	-	2	-	-	10
Topic 3. International professional standards of business analysis.	11	4	4	-	-	3	10	-	-	-	-	10
<b>Total per content section 1</b>	<b>29</b>	<b>10</b>	<b>10</b>	-	-	<b>9</b>	<b>34</b>	<b>2</b>	<b>2</b>	-	-	<b>30</b>
<b>Content section 2. Practical aspect of international business intelligence</b>												
Topic 4. Random variables, hypotheses and conclusions: the foundation for business intelligence.	12	4	4	-	-	4	14	2	2	-	-	10
Topic 5. Methods for performing business analysis tasks. Methods for designing a new business process.	16	6	6	-	-	4	12	-	2	-	-	10
Topic 6. Modeling of business processes of international business entities.	12	4	4	-	-	4	10	-	-	-	-	10
Topic 7. Model of enterprise's business intelligence in the context of strategic management.	11	4	4	-	-	3	12	2	-	-	-	10
<i>Comprehensive practical individual task</i>	10	-	-	-	-	10	8	-	-	-	-	8
<b>Total per content section 2</b>	<b>61</b>	<b>18</b>	<b>18</b>	-	-	<b>25</b>	<b>56</b>	<b>4</b>	<b>4</b>	-	-	<b>48</b>

1. The role of analytics in business.
2. Data structure. Classification, distribution and transformation of data.
3. Analysis of the structure of the aggregate and its changes.
4. Parametric and non-parametric methods of business analysis.
5. Methods of controlling the quality of products.
6. Statistical evaluation of the efficiency of business processes.
7. The use of data intelligent analysis in the business environment.



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## 8 List of selective tasks

1. Enterprise business intelligence model in the context of strategic management.
2. Methods for performing business analysis tasks. Methods for designing a new business process.
3. Modeling of business processes of international business entities

## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	8th semester	available	4th year or second accelerated year	Professional training

## 10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade in the form of an exam is given according to the total rating of students.

<https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

## 11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

<https://ie.u.edu.ua/docs/050.pdf>

## 12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.



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## 12 Discipline policy

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

## 13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

<https://ieu.edu.ua/docs/050.pdf>

## 14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

## 15 Recommended sources of information

### Primary literature:

1. Sydorova A.V., Bilenko D.V., Burkina N.V. Business intelligence: study guide. Vinnytsia: Vasyl' Stus DonNU. 2019. 104 p.
2. Mukovskyi I.T. Information and analytical activities in international relations: study guide / I.T. Mukovskyi, A.H. Mishchenko, M.M. Shevchenko. – K.: Condor, 2018. – 224 p.
3. Orlovskiy, D. L. Business processes of the enterprise: modeling, analysis, improvement: study guide in 2 parts / D. L. Orlovskiy; Kharkiv: NTU "KhPI", 2018. Part 1: Modeling of business processes: methods and tools. 2018. 335 p.
4. Orlovskiy, D. L. Business processes of the enterprise: modeling, analysis, improvement: study guide in 2 parts / D. L. Orlovskiy; Kharkiv: NTU "KhPI", 2018. Business processes: analysis, management, improvement. 2018. 432 p.

### Additional literature:

1. Business intelligence: Lecture notes. For students of all modes of study in the 073 Management specialty / N. M. Shveda. – Ternopil, TNTU, 2017. – 103 p.
2. Analytics, expertise, forecasting: monograph / Y.A. Makarenko, M.M. Ryzhkov, M.A. Ozhevan. – K.: Our Culture and Science, 2003. – 614 p.
3. Artemov V. Y. Fundamentals of management for information analysts: Course of lectures / V.Y. Artemov. – K.: KNT, 2007. — 272 p.
4. Baronin A.S. Analysis and forecast in politics and business: course of lectures / A.S. Baronin. – K.: PALYVODA A.V. Publishing House, 2005. – 128 p.



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## 15 Recommended sources of information

5. International relations and policy of states in the context of global transformations: analysis of modern political thought: monograph / Institute of Social Sciences; Odesa I. I. Mechnikov National University; Team of authors, edited by I.M. Koval, O.I. Brusylovska. – Odesa: Odesa I. I. Mechnikov National University, 2016. – 412 p.
6. International information: study guide / M.P. Trebin, I.O. Polishchuk, N.P. Osypova et al.; edited by M.P. Trebin. – Kh.: Law, 2014. – 336 p.
7. Models and methods of decision making in analysis and audit [Text]: study guide / O.V. Smetanko, I.S. Sharapova, V.O. Horbachiiov, N.V. Burdiuh, H.S. Kovalenko, O.S. Sorokina. – K.: Center for educational literature, 2013. – 456 p.
8. Managerial decision making [Text]: Petrunia Y.Y., Hovorukha V.B., Litovchenko B.V. et al. / Edited by Y.Y. Petrunia. - 2nd ed. – K.: Center for educational literature, 2011. – 216 p.
9. Theory of decision making [Text]: textbook / edited by M.P. Butko. - K.: Center for educational literature, 2015. – 360 p.

## 16 Tips on successful study during the course

**If you want to succeed in this discipline, you should be:**

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

**See you at classes!**