MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education

«SAINT-PETERSBURG STATE UNIVERSITY OF ECONOMICS» (UNECON)

APPROVED:
Vice-rector for study and methodical work
_____ Veronika.G. Shubaeva
«__» _____ 20 22

Бизнес-аналитика инновационных проектов / Business analytics of innovative projects

Syllabus of the course

Specialty	*38.03.02 Management*
Specialization	*Business management and digital innovations*
Level of higher education	*Bachelor*
Form of training	*Full-time*
Year of enrolment	*2022*

Authored by:

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Total number of hours	72	**Form of final attestation:**
incl:		
contact work	32	Test: semester 5
self-study	40	
practical training	0	
control hours	0	

Hours distribution:

Semester:	5
Type of classes	Hours
Contact hours	18
Practical training	14
Laboratory work	
Total contact hours	**32**
Self-study	40
Control hours	0
Total academic hours	**72**
Total credits	**2**

Saint-Petersburg
2022

CONTENTS

1. LEARNING OBJECTIVES

Objective:	Formation of a theoretical basis and practical skills in analyzing quantitative and qualitative information characterizing market processes and the activities of market entities, with the aim of developing and justifying management decisions in the implementation of innovative projects.

2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.V.DV Business analytics of innovative projects belongs to the elective disciplines of Block 1.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
UC-2 – Capable of identifying the range of tasks within a given objective and choosing the best way to achieve them, considering the applicable legal provisions, available resources and constraints	UC-2.2 – Selects the best ways to solve problems based on the applicable legal provisions, available resources and constraints	To know: the structure of information describing market processes and activities of the company, its consumers, competitors, partners; basic methods and models of business analysis of the external environment of an innovative project. To be able to: select business analysis tools that are adequate to the specifics of the specific task of managing an innovative project, as well as available marketing information. To possess: the skills of conducting business analysis, preparing reports and justifying the feasibility of implementing an innovative project, identifying existing limitations due to the market situation.

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Topic 1. Business analytics as a methodology for assessing the market potential of innovative projects.	Reasons for the emergence and stages of development of business analytics. The structure of modern business analysis. The role of a business analyst in evaluating innovative projects. The place of business analytics in project methodologies.	2			5
Topic 2. Analysis of trends in the	PESTEL analysis: study of the influence of macro factors on the project and industry in the short and	2	2		5

macroenvironment of an innovative project.	medium term. SWOT or SNW analysis. Skills in working with global databases.				
Topic 3. Methods of competition analysis. Industry analysis.	The structure of information describing market processes and activities of the company and project stakeholders. Types and forms of competition. Problems of assessing the competitive environment. Market concentration indicators. Construction of a competitive market map. Strategic groups according to M. Porter. Competitor profiling. Analysis of M. Porter's five competitive forces as the basis for developing an organization's competitive strategy.	6	4		10
Topic 4. Methods for researching potential consumers and demand.	JTBD. Person method. Marketing research methods for innovative projects and their disadvantages.	2	4		8
Topic 5. Methods for assessing and forecasting market capacity.	Capacity, potential, market saturation. Problems of market assessment. Methods for assessing market capacity. Absolute and relative market shares. Parfitt-Collins method for forecasting market share of new products.	4	2		6
Topic 6. Key factors for the success of an innovative project.	Customer value and competitive position as the main sources of acquiring key success factors.	2	2		6
Control hours:					**0**
Total hours:		**18**	**14**	**0**	**40**

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	**Digital resources**
Marketing analytics: textbook / [Yu.N. Solovyova et al.]; — St. Petersburg: Publishing house of St. Petersburg State Economic University, 2016	http://opac.unecon.ru/elibrary ... Đ¸Đ½Đ³-Đ°Đ½Đ°Đ»Đ¸Ñ□Đ¸Đ°Đ°.pdf
Fundamentals of business analysis: textbook / Barilenko V.I. edited by and others - Moscow: KnoRus, 2018.	https://book.ru/book/927850
Alekseeva, M. B. Analysis of innovative activity: textbook and workshop for universities / M. B. Alekseeva, P. P. Vetrenko. — Moscow: Yurayt Publishing House, 2021.	https://urait-ru.ezproxy.unecon.ru/bcode/477752
Polyakov, N. A. Management of innovative projects: textbook and workshop for universities / N. A. Polyakov, O. V. Motovilov, N. V. Lukashov. — Moscow: Yurayt Publishing House, 2021.	https://urait-ru.ezproxy.unecon.ru/bcode/468930

5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС Альт образование 10

5.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARRY – www.elibrary.ru
3.	Science Digital Library КиберЛеника – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
3-4-5 Classroom (for conducting lecture-type classes and seminar-type classes, course design (completing coursework), group and individual consultations, ongoing monitoring and intermediate certification), equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture on 40 seats, teacher's workplace, 1 pc. lectern, 1 pc. 3-section chalk board, 1 pc. chair, 1 pc. hanger stand. Portable multimedia kit: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of demonstration equipment and educational visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. А, Б, Р
3-4-7 Classroom (for conducting lecture-type classes and seminar-type classes, course design (completing coursework), group and individual consultations, ongoing monitoring and intermediate certification), equipped with a multimedia complex. Specialized furniture and equipment: Educational furniture on 25 seats, teacher's workplace - 2 pcs., marker board - 1 pc., hanger rack - 3 pcs., blinds - 2 pcs. Portable multimedia kit: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of demonstration equipment and educational visual aids: multimedia applications for lecture courses and practical exercises, interactive educational visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. А, Б, Р

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- metha-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

– for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);

– for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;

– for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organized with other students or in separate groups or organisations.

ASSESSMENT RESOURSES

1.1 Control tasks and assignments for interim attestation

Is not provided by the work programme of the discipline.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Project and analytical work	Orally	1-3
2	Project and analytical work	Written	4-6
3	Monitoring	By means of technical tools and information systems	1-6

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

Name of self-study	Topic number
Preparation for lectures and practical classes	1-6
Development of individual/group projects	1-6
Working with analytical databases, regulatory documents, reference literature	2

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
<55	Not passed
>=55	Passed

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.